


**SPECIAL FEATURE**

- PRE-CONFERENCE WORKSHOP
- BANCASSURANCE DIRECT MARKETING STRATEGIES

*"Time to get closer to the market and customer needs"*

# 4<sup>th</sup> ANNUAL BANCASSURANCE FORUM

16<sup>th</sup> & 17<sup>th</sup> February 2011

Crowne Plaza Rome St. Peter's Hotel & Spa, Rome

## KEY ADVISORS

- Leo Gavelas, MetLife International**  
Senior Vice President, Global Bancassurance Head
- Ilaria Fiumano, Unicredit Group Spa, Italy**  
Global Bancassurance Management

## CONFIRMED SPEAKERS

- |   |  |
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| <p><b>Leo Gavelas</b><br/><b>MetLife International</b><br/>Senior Vice President,<br/>Global Bancassurance Head</p> <p><b>Marco Gorini</b><br/><b>Credit Agricole Assicurazioni, Italy</b>, Marketing and Commercial Director</p> <p><b>Per Hagen</b><br/><b>Nordea, Norway</b><br/>Head of Bancassurance</p> <p><b>Aysenur Hickiran</b><br/><b>Citi, Turkey</b><br/>Sales and Alternative Distribution Channels Head</p> <p><b>Giovanni Tucci</b><br/><b>AXA MPS, Italy</b><br/>Chief Operating Officer</p> <p><b>Francesco Piraino</b><br/><b>Eurizon Vita. Intesa Sanpaolo Group, Italy</b><br/>Senior Sales Manager</p> <p><b>Jean Orgonasi</b><br/><b>BNP Paribas, France</b><br/>Head of Global Partners and Distribution</p> <p><b>Stefan Winkler</b><br/><b>Raiffeisen Bank International AG, Austria</b><br/>Head of Bancassurance</p> | <p><b>Jose Villa de Freitas</b><br/><b>FidelidadeMundial   ImpérioBonança, Grupo Caixa Geral de Depositos, SA, Portugal</b><br/>Marketing Manager</p> <p><b>Juan Fernandez Palacios</b><br/><b>Mapfre Vida, Spain</b><br/>General Manager</p> <p><b>Jose Fuentes</b><br/><b>Aviva Europe, Spain</b><br/>Bancassurance Implementation Director</p> <p><b>Jasminka Horvat-Martinovic Generali, Croatia</b><br/>Member of Board</p> <p><b>Peter Barrett</b><br/><b>Genworth Financial, UK</b><br/>Senior Vice President</p> <p><b>Jean-Pierre Wiedmer</b><br/><b>HSBC, France</b><br/>CEO, Insurance Continental Europe</p> <p><b>Stephan Moltzen</b><br/><b>Deutsche Bank, Germany</b><br/>Head of Product Management Insurance</p> <p><b>Steve Jack</b><br/><b>MetLife International</b><br/>Vice President,<br/>Global Head of Direct Marketing</p> <p><b>Tomas Sinicki</b><br/><b>Nexum Insurance Technologies</b><br/>Marketing Director</p> |
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## FIND YOUR REASONS TO ATTEND

*"A lot of innovation has taken place in the insurance market recently, to provide more and more Bancassurance-centric products to get closer to customers and their needs."*

During the last decade Bancassurance has become a winning distribution strategy within most financial institutions in Europe. It has achieved significant performance in pensions as well as in non-life insurance, and has created customer demand for one-stop shop services. The challenges remain in the ability of Bancassurance channels to adapt to the new market environment.

In the time of expected economic recovery the European market's confidence remains fragile, however, higher opportunities were created Banks reach for additional sources of income throwing light on the general insurance business.

The 4<sup>th</sup> Annual Bancassurance Forum will provide you with embracing insight into the leading trends of Bancassurance channel innovation including a focus on higher net worth segments and answering the call for diluting the pension gap.

You are welcome to join experts in the ancient city of Rome, the landmark of both tradition and modernity. Gain your unique experience!

- ▶ Focus on the new features in **channel innovation**
- ▶ Find out about **recent PPI situation and it's impact on Bancassurance distribution**
- ▶ Discover how to **bridge the pensions** in Bancassurance
- ▶ Get useful hints how to improve **segment targeting efficiency**
- ▶ Advance the managing of bank's **sales force**
- ▶ Explore new challenges in **adapting to high net worth customer segments**
- ▶ Collect valuable inspiration from various **case studies**
- ▶ Bancassurance as a **stable distribution channel** in Europe

## WHO WILL ATTEND?

- CEOs • COOs • Vice Presidents • General Managers • Directors and Heads of: • Bancassurance • Channel Distribution • Product & Pricing • Underwriting • Research and Product Development • Strategic Marketing and Innovation • Retail & Branch Network • Customer Relationship & Segmentation • Financial Advising Services • Solution Providers •

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# Pre-Conference Workshop: Bancassurance Direct Marketing Strategies

15<sup>th</sup> February 2011

## 14:00 Introductions, Agenda and Workshop Objectives

### 14:20 Direct Marketing and its Importance in Bancassurance Distribution

- How to use Direct Marketing as a key to success?
- Which channels are most suitable for DM approach?
- Insight into integrated model
- Partners model vs open market

### 14:50 Outbound Channel: How does it Work?

- KPIs
- Revenues for parties involved
- Campaign planning
- Controls and regulations in Europe

### 15:20 Long Term Value of Inbound Channel

- Managing the service quality
- Increasing the value of every inbound customer interaction
- Card activation
- Automated voice recorder
- Targeting, scoring and revenues opportunities

## 15:50 Break for refreshments

### 16:10 Impact and Implications of E-commerce

- The way e-commerce works in Bancassurance
- What are the various models evolving within e-commerce?
- Open market - mobile messaging, payment and delivery network
- Security of e-commerce

### 16:40 Increasing Customer Retention – The Cost Effective Process

- How to attract but retain?
- The proactive way of customer retention
- Retention models and processes
- How to go about selling the second product/policy?

### 17:10 Targeting Models

- Propensity to buy model – predicting the customers behavior
- Propensity to buy and stick
- Analytics science – understanding of what products and services will customers want next
- How to use segmentation tools?

## 17:40 Review and summary

## 18:00 End of workshop



### Workshop Objectives:

This pre conference workshop aims to explore new marketing strategies in Bancassurance and how best to utilize the latest technological innovations to improve quality and product offering which benefit both end user and seller. This workshop will make attendees aware of the most suitable marketing channels, how to increase value, at the same time as increasing revenues. It will pay particular attention to E-commerce solutions as a way of evolving the industry and help you to understand what potential products your customers may want next.

The objective is to discuss, analyze, share, learn and practice ideas to improve your customers experience, improve retention success and long term sustainability.



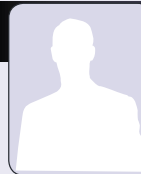
As the seat of the Italian government and home to the Pope and the Vatican, Rome is a city with genuine capital credentials. The city is an inspired masterpiece awash with glorious architecture, full of life and charm. Its' history spans over two thousand years where the evidence of war, struggle, triumph, and intrigue are still alive today.

Remains from the glory days include the monumental Colosseum, the Foro Romano and the awe-inspiring Pantheon. The rich history of the renaissance is concentrated within the centro storico (historic centre), where the stadium-sized Piazza Navona, sweepingly romantic Spanish Steps, and the Trevi Fountain all lie within walking distance of each other.

Recently, Rome is the Italian administrative and political centre, and one of the most important religious, artistic and glamorous tourist centre's in the world.



### Workshop Leaders:



#### Steve Jack, MetLife International Global Marketing Director

Mr Jack is part of Alico since January 2003, he joined Alico's Worldwide team in September 2008 as VP – Global Direct Marketing. Mr Jack is responsible for Global Direct to Consumer (DtC) acquisition and Existing Customer Marketing (ECM). He is also focused on the development, management and execution of acquisition, lead generation and customer development programmes to increase DtC business performance across all Alico markets. Previous to the Reader's Digest, Mr Jack held various roles with two of the largest global Direct Marketing Agency networks; Carlson Marketing Group and Omnicom, with significant exposure to multi-sector, multi-distribution clients in the UK and Western Europe. Prior to the current role with Worldwide, Mr Jack is responsible for heading up Direct Marketing in the UK Region.



#### Leo Gavelas, MetLife International Senior Vice President, Global Bancassurance Head

Mr Gavelas Studied in Athens Mathematics and in the Lancaster University Applied mathematics. He spent 15 years in Asia Pacific with Cigna and then Citibank, being responsible for Bancassurance and Sponsored Insurance Business. He also gained extensive experience across Europe, Middle East and Africa, growing Insurance Businesses for Banks and Financial Institutions. Previously Mr Gavelas was responsible for Citibank's EMEA Insurance business in the period from 2004 to 2008. In 2008 Mr Gavelas joined American Life as a Global Head for Strategic Partnerships. Recently Leo Gavelas is responsible for heading up Bancassurance globally.

**Day 1, 16<sup>th</sup> February 2011**

**8:30 Registration and Coffee**

**9:00 Welcoming Note from the FE**

**9:05 Opening remarks from the chair**

**9:10 ▶ KEYNOTE The Wealth is Moving to Different Hands**

- Ability of Bancassurance to re-focus in new market circumstances
- Discovering new trends in customer behavior due to recession
- What are the reasons for reaching from lower to higher segments?
- The relevance to cover all customer needs
- Unlimited potential of Bancassurance
- Questions & Answers

**Leo Gavelas, Met Life International**

Senior Vice President; Global Bancassurance Head

**▶ Adapting to New Market with Product Portfolio Innovations**

**9:50 Innovation in Product Strategy Proceeding**

- Identifying the pension gap in the market
- Adapting to the new market: How to dilute the income-rent differences?
- New times call for new products and services: The future product to bridge the gap in pensions
- The regulatory impact on simplifying the products: Encouraging the long-term savings
- Questions & Answers

**Jose Villa de Freitas**

**FidelidadeMundial, ImpérioBonança**, Marketing Manager

**10:30 Choosing the right products for Bancassurance model**

- Structure of cooperation: Sales and Support
- Life and non-life insurance in the bank
- Development of combined and stand alone products
- Key principles and success factors of Bancassurance model
- Questions & Answers

**Jasminka Horvat-Martinovic, Generali**, Board Member

**11:00 Morning coffee and networking**

**▶ Recent Trends in Bancassurance Models**

**11:30 ▶ CASE STUDY Lunch of the Bancassurance Company in Italy**

- Credit Agricole Assicurazioni: First steps to success
- Bancassurance distribution: Advantages for the actors (insurance company, bank & clients) and pros & cons of the choice
- Bancassurance model: Critical success factors of the model
- Value proposition: Distinctive characteristics of the products
- Integration with the bank structures
- Questions & Answers

**Marco Gorini, Credit Agricole Assicurazioni**

Marketing and Sales Director

**12:10 Grow your Market Share using Smart Complexity Management**

- Supporting a diversified sales channel strategy
- Developing and maintaining a best in class, customer focused product portfolio that is covering multiple needs

- Key success factors for insurance companies in order to leverage their banking partners' potential
- Questions and Answers

**Stephan Moltzen, Deutsche Bank**

Head of Product Management Insurance

**12:50 Impact of Market Maturity on Non-Life Bancassurance Strategy and Sales Effectiveness: Sharing Nordic and Baltic Experience**

- Combined versus standalone product sales: product, channels, effectiveness
- Does simpler always mean better?
- Bank as a multi-channel distributor
- Classic model versus information-based model
- Questions & Answers

**Tomas Sinicki, Nexum**, Managing Director

**13:30 Luncheon**

**14:30 Interactive Panel Discussion**

- Bancassurance in the convergence of banks and insurance companies
- Product bundling for banking and insurance subsidiaries
- Provision and distribution of banking services by insurance companies
- Assurbanking model from the customer's perspective
- Finding new sources of income, finding new distribution strategies

**15:10 ▶ CASE STUDY Using Alternative Distribution Channels for Insurance Sales**

- New channels
- Ways to improve customer experience
- Segmentation & targeting
- Innovative sales tools
- Questions & Answers

**Aysenur Hickiran, Citibank**

Sales and Alternative Distribution Channels Head

**▶ Payment Protection Insurance and its Impact on Bancassurance Distribution**

**15:50 How to Develop a Strong Insurance Profit Center Thanks to Protection Offers. New Trends Following the PPI „Crisis“**

- Reduction of PPI causes searching for new sources of income
- The threat of PPI evaporating from European market
- How to adapt to retain PPI on the market?
- Questions and Answers

**Jean Orgonasi, BNP Paribas**

Head of Global Partners and Distribution

**16:30 Securing the Future**

- Call for transparency in customer protection
- New standards to future-proof our industry
- Reaching consumers in new ways
- Questions & Answers

**Peter Barrett, Genworth Financial**, Senior Vice President

**17:10 Interactive Panel Discussion**

- PPI product as a result of recession
- Current impact of regulatory on financial institutions
- Limits of unlimited potential of Bancassurance Distribution
- Development of new products: The future product to bridge the gap in pensions

**17:40 Closing remarks from the chair**

**Day 2, 17<sup>th</sup> February 2011**

**9:00 Opening remarks from the chair**

**▶ Management of Sales Network and Customer Loyalty Approach**

**9:10 ▶ CASE STUDY How to Increase Customer Loyalty in Bancassurance: The Approach at AXA MPS**

- Brand positioning
- Customer communication strategy
- Internal dialogue between offices – key insight into customer behavior
- Customer programs
- Quality of service
- Questions & Answers

**Giovanni Tucci, AXA MPS**, Chief Operating Officer

**9:50 Advisors: Still the Crucial Distribution Force in Bancassurance**

- Conforming the branch advisor's values with values of insurance
- How to break the barriers to motivate repetitive sales performance
- Success resides in leveraging advisor's key value drivers
- Insight into the advisor's point of view
- Questions & Answers

**Per Hagen, Nordea**, Head of Bancassurance

**10:30 Interactive Panel Discussion**

- Sales force motivation via value drivers
- Obstacles and success factors of Bancassurance implementation in Europe
- Different approaches in achieving customer loyalty – supporting the trust factor
- Challenge for Insurance companies: Becoming flexible in pricing and structuring products

**10:50 Morning coffee and networking**

**▶ New Challenges in Adapting to High Net Worth Customer Segments**

**11:20 Private banking: New income allocation in Bancassurance. Italian case.**

- How does the Italian market react to refocusing to high net worth segments?
- What are the consequences of the change of focus from mid to high customer segments?
- Products innovation for private banking clients: customized funds and cross border advantages
- Strategic approach and key drivers of main Italian market players
- Questions & Answers

**Francesco Piraino**

**Eurizon Vita. Intesa Sanpaolo Group**

**12:00 Wealthy customers: A Challenge for Current Bancassurance Distribution**

- Introduction of an Insurance sales support to the network
- Adapting the network training program to meet customer needs
- Wealth Management: High Net Worth products proposition
- Optimization of back offices and IT
- Questions & Answers

**Jean-Pierre Wiedmer, HSBC**

CEO, Insurance Continental Europe

**12:40 Direct Marketing: Tool to Fill the Gaps from the Loss of Revenues of PPI**

- The efficiency of direct marketing communication in Bancassurance
- Which products and customer segments are appropriate for direct marketing distribution?
- Matching the direct marketing tools with proper channels
- How did direct marketing evolve from direct mail and telemarketing to an integrated business model?
- Contacting customers at the subsequent stages on the loan sale
- Questions & Answers

**13:20 Luncheon**

**14:30 Innovation of Products and Services for High Segments**

- Identifying the new Bancassurance focus segment
- New insurance and pension products development
- Switching gears from the recession hit segments to the high net worth customer segments
- Response of the Spanish market to the new income allocation
- Questions & Answers

**Juan Fernandez Palacios, Mapfre Vida**, General Manager

**▶ Bancassurance - Driving the Future Growth**

**15:10 Recession has Created Higher Opportunities in Bancassurance**

- Call to bridge the pension gaps
- Focus on high net worth segments
- Non-life products
- Integrated direct marketing model
- Questions & Answers

**Jose Fuentes, Aviva Europe**

Bancassurance Implementation Director

**15:50 Afternoon coffee and networking**

**16:10 Empowering the Partnership Between Banks and Insurers**

- Partnership advantages for banks and for insurance companies
- Multichannel opportunities and constrains in context of increasing Bancassurance partnerships
- Obstacles and success factors of Bancassurance implementation
- Questions & Answers

**Stefan Winkler, Raiffeisen International**

Head of Bancassurance

**16:50 Interactive Panel Discussion**

- Will banks and insurers manage to become complex units to deal with the sale of financial products to customer needs?
- Strengthening the partnership by sharing values and goals
- Marketing as a strategic tool in maintaining customer relations
- How is the financial industry responding to new market circumstances?

**17:10 Closing Remarks from the Chair**

**17:20 Farewell coffee and networking**

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# 4<sup>th</sup> ANNUAL BANCASSURANCE FORUM

16<sup>th</sup> & 17<sup>th</sup> February 2011, Crowne Plaza Rome St. Peter's Hotel & Spa, Rome

**Sales Contract**  Conference Code: BA FC 143 M

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Booking is invalid without a signature

## Conference Fee

**2 Day Conference + Workshop**  ~~€ 2397~~  
per delegate

**2 Day Conference + Workshop**  **€ 1797**  
This price offer is applicable only if you register in less than 5 days from receiving the brochure of 4<sup>th</sup> Annual Bancassurance Forum.  
per delegate

**Non-Practitioner**  **€ 3099**  
per delegate

14 EUR administration charge will be applied  
Payment is required within 5 working days

If you wish to pay in USD (\$) or GBP (£) please contact us for more details.

### Terms and Conditions:

1. Payment terms. Event Production ("EP") requires the full payment within 5 days after invoice has been issued. EP reserves the right to refuse entry to any client who has not paid their invoice. The registration fee includes: conference documentation, admission to all conference sessions, lunches and refreshments, admission to networking social events. The registration fee does not include: travel, hotel accommodation, transfers or insurance.

2. Hotel accommodation. Overnight accommodation is not included in the registration fee. A reduced rate may be available at the hotel hosting the event. The reservation form will be sent to the client after the venue has been confirmed, but no later than one month before the event begins.

3. Cancellation by client. The client has the right to cancel his/her participation in the event. Cancellation must be received by EP in writing, either by mail or fax. If the client cancels with more than one month's advance notice before the start of the event, EP shall be entitled to retain 50% of the amount for participation in the event (minimum of € 1198 per delegate). If the client cancels with one month's (or less) advance notice, or fails to attend the event, then the client shall not be entitled to any refund. Failure to attend an event shall not excuse a client from owing the full amount of the registration fee. A copy of the conference notes from the event will be sent to the client after the event is over in case of cancellation by the client.

4. Cancellation by EP. While every reasonable effort is made to adhere to the advertised program, circumstances can arise which may cause changes in the program, including but not limited to changes in the content, date(s), location or venue, or special features of the planned event. Such circumstances include but are not limited to acts of terrorism, war, extreme weather conditions, compliance with government requests,

orders and legal requirements, failure of third party suppliers to timely deliver, and failure to register the minimum target amount of attendees for a given event. EP reserves the right to change the content, date(s), location or venue and/or special features of an event, to merge the event with another event, or to postpone it or cancel it entirely as appropriate under the circumstances. Client agrees that EP shall not be liable for any cost, damage or expense which may be incurred by client as a consequence of the event being so changed, merged, postponed or cancelled and client agrees to hold EP harmless and to indemnify EP in case of liability caused by any such changes, mergers, postponements or cancellations.

5. Cancellation of the event. In case EP cancels an event, then EP may offer the client a full credit up to the amount actually paid by the client to EP. This credit shall be valid to attend any EP-sponsored events for up to one year after the date of cancellation by EP. The client shall not be entitled to this credit as a contractual right.

6. This contract shall be governed and construed in accordance with the laws of the Slovak Republic (not including its conflict of laws provisions). Any disputes arising out of this contract shall be brought before the courts of the Slovak Republic situated in the city of Bratislava in the Slovak Republic. At its sole discretion, EP may elect to bring any dispute arising under this contract to the jurisdiction of the courts in which the client's offices are located.

7. Any terms or conditions contained in the client's acceptance which contradict or are different from the terms and conditions of this registration document shall not become part of the contract unless individually negotiated with EP and expressly accepted by EP.

8. Other currencies. In case that client requests payment in other than official currency (EUR), EP reserves the right to apply 8% currency risk surcharge to the actual exchange rate.