



# 5<sup>th</sup> Annual Insurance Distribution Strategies Forum

17 – 18 October 2013

Austria Trend Parkhotel Schonbrunn Vienna

## SPECIAL FEATURES

- ▶ Focused **round-table** discussions
- ▶ Several **case studies**
- ▶ Valuable **networking time** with peers

## EVENT INTRODUCTION

In 2013 the insurance industry still finds itself facing difficulties in connection with the world economic situation. The market is saturated and insurers have to find ways to produce growth in the flat market. Therefore they have to come up with new up-to-date sales models, marketing strategies and distribution channels. "Adapt or Die" is the motto of today's insurance industry and innovations are crucial in the process of adaptation.

The 5<sup>th</sup> Annual Insurance Distribution Strategies Forum is the place to deliver and exchange the latest and most successful strategies of the most significant insurers in Europe.

Do not miss the chance to take part in a conference where all the important decision makers meet and exchange experience to shape and improve the insurance industry.

## EVENT FOCUS

- ▶ Take home best strategies on **producing growth in the flat market**
- ▶ Get to know **the newest trends on the market** and their impact on distribution strategies
- ▶ Learn about the latest strategies in **retaining/attracting customers**
- ▶ See how you can support insurance distribution with the latest **information technology**
- ▶ **Discuss modern distribution channels**, their benefits and drawbacks
- ▶ Find out more about the role of **SMAC** today
- ▶ Achieve better results with the **current trends in online insurance** marketing

## WHO WILL ATTEND

Insurance companies interested in improving their distribution channels and looking at new alternative strategies.

CEOs, COOs, CMOs, Vice Presidents, Managing Directors, Commercial Directors, Heads of Channel Distribution, Alternative Channels, Insurance Regulators. Business Strategy & Development, Sales & Marketing, Communication, Internet, E-commerce, Bancassurance, Product & Service Development, Innovations, Customer Relationship, Segmentation and professionals serving the insurance industries.

## YOUR PRESTIGIOUS SPEAKERS AND PANELISTS

**Dr. Reinhardt Schink, Allianz, Germany**  
Head of Market Analysis and Strategy

**Petar Dobric, Genertel Insurance Hungary & Slovakia – Generali Group**  
Vice CEO and Board Member for Direct and International Business

**Glenn Lottering, Oracle, Netherlands**  
Senior Director, Oracle Insurance - Financial Services Global Business Unit

**Hallie Harenski, AIG, UK**  
Chief Marketing Officer

**Tomas Sinicki, Minofco, Lithuania**  
Managing Director

**Pradeep Pandey, AEGON, Netherlands**  
Vice President (TBC)

**Jochen Zoeschg, Zurich Financial Services, Austria**  
Head of Sales & Distribution, General Insurance

**Russell Warwick, Prudential, UK**  
Distribution Change Director

**Peter Markey, RSA Insurance Group, UK**  
Chief Marketing Officer

**David Harrison, Genworth Financial, UK**  
Chief Marketing Officer

**Dennis Van Avendonk, Achmea, Netherlands**  
Manager Bancassurance

**Manuel Leiria, Açoreana Seguros, Portugal**  
Marketing Director

**Malcolm Goodwin, Aviva plc, UK**  
Head of Corporate Distribution

**David Parry, Finaccord, UK**  
Managing Consultant

## OUR EXPERT ADVISORY BOARD

**Fatih Yildirim, Ergo Sigorta A.S., Turkey**  
Network Manager

**Patrick Abela, Axa, France**  
Regional business development manager, Southern Europe & The Mediterranean

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# 5<sup>th</sup> Annual Insurance Distribution Strategies Forum

## 4<sup>TH</sup> ANNUAL INSURANCE DISTRIBUTION STRATEGIES FORUM

### JOB TITLE BREAKDOWN

■ C-levels, Board Members, VPs, Presidents:	16%
■ Heads of departments:	10%
■ Directors, Leaders:	16%
■ Managers:	16%
■ Senior representatives:	8%



### GEOGRAPHICAL DELEGATE BREAKDOWN

■ Western Europe:	22%
■ SEE:	8%
■ CEE + Turkey:	31%
■ Middle East, North America, Asia:	5%



## WHAT DID OUR PAST ATTENDEES SAY

### Marketing Director, BTA Insurance

*"Very informative and a good organisation. Thanks a lot for the opportunity to attend this meeting."*

### Vice President, Rosgosstrakh

*"Reports and discussions close to real practice and real life are always very much appreciated."*

### Project and Business Development Manager, Ergo Sigorta

*"Fruitful experience with unlimited knowledge share, networking and business development opportunities"*

### Vice-president, Member of Board, Rosgosstrakh LLC

*"Thank you very much for the conference and the high level of organization and support service of all your team. The conference and discussions were both interesting and informative. Looking forward to participating in the next conferences."*

### Direct Marketing Director, MetLife

*"Congratulations on the event. It was a success. I enjoyed the conference a lot, and of course I would like to attend the next one."*

### Director Distribution, Sparebank1 Liv

*"It was an intelligent audience with clever questions. I will be happy to work with you again."*

### Executive director for non-life, Triglav

*"It was also pleasure for me to work with Fleming Europe. The event was very well organised and the venue was perfect. It would be great to work with you again."*

### Head of Product Development, Sogessur (Société Générale Insurance)

*"Thanks for the quality of this conference."*



Day 1, 17 October 2013



8:30 Registration and coffee



9:00 Opening remarks from the Event Chair



NEW TRENDS AND INNOVATIONS IN INSURANCE DISTRIBUTION

9:10 **KEYNOTE** Marketing and distribution trends in 2013 – What has changed? Where are we now?

- Changing role of marketing in the insurance industry
- Managing all tools to create an affective strategy
- Gaining competitive advantage
- Customer groups – A new distribution channel rising?
- Questions & Answers

**Hallie Harenski, AIG, UK**, Chief Marketing Officer

9:50 Increasing the quality of distribution – What is the key?

- From traditional to modern – new trends in distribution – Which channels will survive?
- Finding the right path to combine the traditional and the modern
- What is the future of insurance agencies?
- Questions & Answers

**Pradeep Pandey, AEGON, Netherlands**, Vice President



10:30 Morning coffee and networking

11:00 Supporting multichannel distribution with modern information technology

- Integration of new technologies into insurance distribution
- Questions & Answers

**Tomas Sinicki, Minofco, Lithuania**, Managing Director

11:30 Non-life insurance products – best practices

- What is the current situation within non-life insurance?
- Innovation is the key to long-term success
- Trendy products – Which products rock the market?
- Is there a connection between the product and the channel through which it is sold?
- Questions & Answers

12:00 The evolving life and pensions landscape in the UK post RDR

The Retail Distribution Review was implemented in the UK on 31st December 2012. Most significant in the measures introduced was the banning of commission for advice services. This presentation will cover:

- How the market has responded to the changes in paying for advice
- The growing use of non advised distribution channels
- How the market is likely to evolve in the next decade
- The new opportunities that are likely to develop in this market
- Questions & Answers

**Russell Warwick, Prudential, UK**, Distribution Change Director



12:30 Lunch

13:30 Internet distribution – What can insurers do online?

- How do different regulations influence the opportunities within online marketing?
- What is the right attitude towards the internet?
- How can you use the data collected online?
- Questions & Answers

**Petar Dobric, Genertel Insurance Hungary & Slovakia – Generali Group**

Vice CEO and Board Member for Direct and International Business

14:10 Bancassurance – improving cooperation with banks

- From consumer insights to relevant solutions
- Back to the roots: insurance company as risk manager
- Becoming Partners in Life and Business
- Questions & Answers

**Dennis Van Avendonk, Achmea, Netherlands**  
Manager Bancassurance

14:40 The Workplace as a Distribution channel

- Trends in Workplace Distribution
- Why the Workplace is attractive to insurers
- Are Employees likely to trust their Employers for their financial matters?
- How to market insurance to Employees
- New Opportunities in Workplace Distribution
- Questions and Answers

**Malcolm Goodwin, Aviva plc, UK**  
Head of Corporate Distribution

15:20 Afternoon coffee and networking



15:40 Car dealers and manufacturers as distribution channels

- The automotive trade is an important channel for selling motor insurance in many countries...
- ...but what is the potential for creditor insurance, GAP insurance and extended warranties?
- Should insurers concentrate on signing partnerships with manufacturer brands or work directly with dealers?
- Questions & Answers

**David Parry, Finaccord, UK**  
Managing Consultant



THE "SMAC" SESSION

16:10 Social media in insurance distribution

- How to avoid the threats posed by social media?
- Observing rather than engaging?
- Being reactive rather than proactive?
- Questions & Answers

**Peter Markey, RSA Insurance Group, UK**  
Chief Marketing Officer

16:30 Mobile marketing – using mobile apps

- Shifting information balance from push environment to pull environment
- Developing interactive applications to keep customers engaged
- Making use of the data collected via mobile apps
- Questions & Answers

16:50 Clouds over the insurance industry

- Cloud solutions as a new way of social networking
- How can we benefit from using cloud solutions?
- Questions & Answers

17:10 Special feature Problem solving round-table discussions



A very special networking opportunity where attendees will have a chance to discuss, in small groups, the hottest issues arising from the whole day's presentations. Each group will be given specific tasks to complete and in the end present to the rest of the audience. The outcomes will then be discussed among all groups thus ensuring that each topic will be presented to each delegate.

17:50 Feedback session

18:00 Closing remarks from the Event Chair



Speakers and delegates are cordially invited to attend a

**Networking Cocktail Reception**



Day 2, 18 October 2013



**MULTICHANNEL DISTRIBUTION WITH THE MAIN FOCUS ON CUSTOMERS**

**9:00 New trends in customer service**

- Developing innovative value propositions
- Designing optimal customer experiences at customer touch points
- How to apply customer centric metrics
- Questions & Answers

**Manuel Leiria, Açoreana Seguros, Portugal**  
Marketing Director

**9:40 Improving customer experience through targeted customer communication**

- Changing customer expectations
  - Demand for personalised customer service without additional cost
  - Questions & Answers
- presented by **Oracle**



**10:10 Morning coffee and networking**

**10:40 Incorporating how product development and distribution strategy is influenced by customer experience**

**David Harrison, Genworth Financial, UK**  
Chief Marketing Officer

**11:20 Customer retention: Satisfied customers through loyalty programs**

- Enthusiastic insurance customers: Wishful thinking or achievable key factor of success?
- The economics of customer satisfaction: Untapped potential even in saturated markets
- Allianz' customer loyalty program: Learnings from Allianz' latest strategic digital moves
- Questions & Answers

**Dr. Reinhardt Schink, Allianz, Germany**  
Head of Market Analysis and Strategy

**12:00 Meeting customer and intermediaries expectations in real time**

- Real time data - expectations and market context
- Benefits for customers, intermediaries and insurer
- The Zurich way for brokers and customers
- Questions & Answers

**Jochen Zoesch, Zurich Financial Services, Austria**  
Head of Sales & Distribution, General Insurance



**12:40 Lunch**

**13:40 Turning strangers into friends and friends into customers**

- New customer attraction strategies
- The importance of WOM
- Questions & Answers

**14:20 Multichannel marketing – Taking relationships with customers to the next level**

- Reaching customers via channels preferred by the customers themselves
- Applying a personalised approach
- Creating the right mixture of digital and face-to-face interaction
- Questions & Answers

**15:00 Round-table discussions**



A networking opportunity where attendees will have a chance to discuss, in small groups, the hottest issues arising from the whole day's presentations. The outcomes will then be presented and discussed among all groups thus ensuring that each topic will be presented to each delegate. No question should remain unanswered!

**15:50 Feedback session**

**16:00 Closing remarks from the Event Chair & Farewell coffee and networking**

