



## Insurance Exchange Sessions

Wednesday, November 2, 10:45 am – 12:15 pm

### Session 1: Modernizing Insurance Distribution Systems to Achieve Long-term Profitable Growth

In an environment of fierce competition, achieving and maintaining profitable growth has become a top priority for insurance companies. Enhancements to lift sales have lagged in recent years. However, forward thinking companies are gaining a clear advantage by providing agents and customers with a consistently exceptional experience. By modernizing distribution systems and extending market reach through social networking, insurance companies can provide producers and policy-holders with easy and secure access to “assets” across the entire organization -- experts, business and customer insights, policies, processes, products, marketing campaigns, etc. What if your company could instantly respond to any insurance need -- across any channel at any time? In this session, explore the opportunity to establish more meaningful interactions with your agents and customers. Hear about top-of-mind trends, real world examples from stand out organizations, and key ideas that are reshaping the future for insurance.

Featured Speakers:



**Mark McLaughlin**

Director  
Acting General Manager  
IBM Global Insurance Industry



**Karen Pauli**

Director of Insurance Research  
Tower Group  
and author of Social Media in Insurance

Wednesday, November 2, 3:30 pm – 5:00 pm

### Session 2: Strengthening Your Brand and Operations to Drive New Outcomes for Profitability

Participate in a provocative panel discussion as insurance experts and thought leaders engage in critical thinking about how to respond to a more informed and demanding customer in a fiercely competitive environment where customer loyalty is diminishing. Hear findings from IBM's first Chief Marketing Officer Study and discover how you can use social media, predictive analytics and marketing tools to better respond to customer sentiments, personalize interactions and uncover emerging opportunities. Learn more about insurers that are outperforming performance metrics and competition through investment in capabilities such as business analytics, social media and Smarter Commerce.

Featured Speakers:



**Anil Cheriyan**

North America Insurance Industry  
Leader, Global Business Services,  
IBM



**James A Senn, Ph.D.**

Managing Director of the Center for Global  
Business Leadership, Georgia State  
University



Thursday, November 3, 8:00 am – 9:15 am

### **Session 3: Speakers' Breakfast Exchange**

Network with your industry peers over breakfast. This is a perfect opportunity to meet the speakers from the day before and engage in further dialogue. Furthermore, IBM senior Insurance executives, Insurance industry analysts and IBM SMEs will be available for deeper discussion and to answer any questions you may have.

For those attendees in marketing leadership roles within their companies, there is a separate breakfast exchange focused exclusively on marketing leadership topics.

Thursday, November 3, 11:30 am – 12:30 pm

### **Session 4: How Can We Extend Our Transformation to Become a More Effective Digital Insurer?**

Processing insurance business transactions digitally has enabled a better and more efficient insurance business. The next level of transformation is moving the enterprise to become a “digital insurer” – where the business is made more effective with better insight into customer channels. In this culminating session, IBM and clients will share stories of industry transformational journeys and lessons learned; including best practices and expected business outcomes. Learn how you can embrace a digital strategy to improve performance across your business and ensure you are positioned for a new era of smarter business.

Featured Speaker:



**Richard Hoehne**

Global Insurance Leader and  
Executive Consultant, IBM