

Insurance Strategy and Channel Distribution Excellence Forum

Efficiency and Optimization the Next Frontier

17th & 18th of September 2009, Vienna

AGENDA HAS BEEN PUT TOGETHER WITH GENEROUS SUPPORT OF OUR TRUSTED ADVISORS

Olivier Felique, KBC Group, Belgium
Expert Distribution

YOUR PRESTIGIOUS SPEAKER PANEL

Kyriakos Apostolides, Alico_AIG Life, Greece
Regional Vice President Bancassurance & Direct Marketing CEE

Bernard Delas, Cr dit Agricole Assurances-International, France
Chief Executive Officer

Joe Maher, Allianz SE
Sales and Distribution Consultant

Jan  arny, DIRECT Pojistovna, Czech Republic
Chairman of the Board of Directors and CEO

Mark Glover, Hansard Global Plc, UK
Head of Institutional Business

Dominique Chevillon, MAAF, France
Head of Multi-Channel Distribution

Olivier Felique, KBC Group, Belgium
Expert Distribution

Vladimir Pulchart, Maxima Pojišťovna, Czech Republic, CEO

Luis Villalba, Eurapco, Switzerland
General Manager

Trond Bergestuen, Gjensidige Insurance, Norway
Marketing Director Commercial

Margerita Boskovic - Ibrahimasic
Dunav Insurance Company, Serbia
Director, Alternative Sales Channels Department

Levent Bulusan, Ray Sigorta, Turkey
Alternative Distribution & Self-Service Channels Marketing Manager

Glenn Lottering, Oracle, Senior Director CRM and Insurance
Financial Services Industries

FIND YOUR REASONS TO ATTEND

The insurance industry faces new challenges in the current changing global environment. Growing competition and changing customer behaviour forces insurance companies to better transform their business strategy. Operational excellence, reduction of process costs, effective identification and coordination of relevant distribution channels became a necessity.

Our conference will provide you with in depth insight into effective multichannel distribution and management. You will learn how to optimize your process costs and how to add value into your business by identifying potential in the latest industry innovations and better customer understanding. Therefore do not hesitate and join us in the world's capital of music, Vienna.

- ▶ **Learn about** and **implement effective** channel distribution management
- ▶ **Understand** the integrated multichannel distribution
- ▶ **Share** the best practices in optimizing your process costs
- ▶ **Respond** to the latest innovation trends in channel distribution
- ▶ **Network** and share your experience with industry experts

WHO SHOULD ATTEND

Senior VPs, VPs, CEOs, MDs, Directors and Heads of:
Channel Distribution, Alternative Channels, Distribution, Business Strategy & Development, Sales & Marketing, Communication, Internet, eCommerce, Bancassurance, Controlling, Product & Service Development / Innovation, Customer Relationship & Segmentation

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Day 1, September 17th 2009

8:30 Registration and Coffee

9:00 Welcoming note from the JFG

9:05 Opening remarks from the chair

▶ Customer focus in multichannel strategies

9:10 Changing Customer Behaviour Changes the Distribution landscape of insurance

- The Vigilant Customer & Generation Y
- Impact on Insurance distribution
- Channel preferences acknowledged

Olivier Felique, KBC Group, Belgium
Expert Distribution

9:50 Have Insurance Carriers Forgotten the Customer?

- Key trends Identified
- The landscape of the product vs. customer centric organization
- What impact has cost efficiency having on sales capability?
- What are possible solutions to create a customer centric carrier?

Glenn Lottering, Oracle, Senior Director CRM and Insurance, Financial Services Industries

11:00 ▶ CASE STUDY How to Determine the Right Channel for the Right Customer

- Determine who are the decision makers in the purchase of insurance
- Understand what factors affect the purchase decision
- Assess how channel preference varies according to the situation
- The use of field sales, the phone and the internet as integrated sales and servicing tools

Trond Bergestuen, Gjensidige Insurance, Norway
Marketing Director Commercial

11:40 ▶ CASE STUDY Use of Direct Channels: Internet, SMS, MMS, ATMs

- Using internet as direct sales tool
- Understanding the value of web as a part of distribution strategy
- Experiences from other innovative techniques

Tbc

12:20 3D Business Discussion: Hot Spot: Reaching Higher Productivity and Lowering Process Costs

- How to be more efficient and profitable?
- Saving Money without making cutbacks elsewhere
- In depth understanding and maintaining your processes

12.50 Luncheon

▶ Managing and leveraging existing and emerging Channels

14:00 CASE STUDY Risk Management – From Distribution Channels to Operations

- Present situation and future tendency of distribution channels
- Existing control systems for distribution channels and its adequacy
- View of the upcoming Solvency II

Vladimir Pulchart, Maxima Pojišťovna, Czech Republic, CEO

14:40 Integrated Multichannel Distribution Management

- Advantage of creating integrated networks
- Maximum value from cross-channel activities
- Combination of cost cutting and better delivery process

Dominique Chevillon, MAAF, France
Head of Multi-Channel Distribution

15:20 Afternoon networking coffee break

15:40 ▶ CASE STUDY Avoiding Conflicts and Dissatisfaction between Multichannel and Sales

- Best Practice: How to avoid conflicts?
- Understanding management requirements in every channel
- Increasing productivity without spoiling remuneration systems

Luis Villalba, Eurapco, Switzerland,
General Manager

16:20 Interactive Roundtable Discussion: Challenges to Set Up Direct / Indirect Writing Insurance Company

- What are the experiences from current market situation?
- Key success elements and factors
- Do not compete against yourselves

16:50 Closing Remarks from the Chair

Speakers and Delegates are Cordially Invited to Attend a
Networking Cocktail Reception



Day 2, September 18th 2009

8:30 Morning Refreshment

9:05 Opening Note from the Chair

9:10 Multi-Channel Distribution in a Global Environment

- Who is Allianz?
- A changing market environment
- Addressing the multichannel distribution challenge

Joe Maher, Allianz SE

Sales and Distribution Consultant

Innovation – New channels ahead

9:50 CASE STUDY Role of Innovation: "Out with the Old!"

- New ways, new dynamics!
- The power of innovations, real life stories
- Insurance industry connecting to the internet

Levent Bulusan, Ray Sigorta, Turkey,

Alternative Distribution & Self-Service Channels Marketing Manager

10:30 CASE STUDY Technical Revolution: Understanding the Change in Communication

- Alternative channels: How are people expressing themselves today?
- How are insurers reacting to this change?
- Improving the quality and image of insurers via new technology

Niek Ligtelijn, Ineas, the Netherlands,

Chief Executive Officer and Founder

11:10 Networking Coffee Break

11:30 CASE STUDY Bancassurance: Experience from Crédit Agricole Assurances Bancassurance trends

- The role of banks in insurance product distribution
- A customer-driven approach in products and processes
- An international development in life, non-life and creditor insurance

Bernard Delas

Crédit Agricole Assurances-International, France
Chief Executive Officer

Effective distribution strategies to boost productivity and sales

12:10 CASE STUDY Insurance sales via Distributive channels – „Dunav Osiguranje“ a.d.o.

- Structure of Distributive Channels developed on the Serbian market
- Focus on profitable channels and actions in that matter
- Balanced development of internal and external sales network in order to control costs based on single insurance products
- Differences between domestic market and foreign market of insurance via Distributive Channels

Margerita Boskovic - Ibrahimpasic

Dunav Insurance Company, Serbia

Director, Alternative Sales Channels Department

12:50 Luncheon

14:00 Contact Banks as Contractors for Further Distribution of Insurance Products

- Relevance of bancassurance, meeting client expectations
- How to streamline traditional agent distribution model via banks?
- Win-Win: How to settle both side convenient agreement?

Mark Glover, Hansard Global Plc, UK,

Head of Institutional Business

14:40 CASE STUDY Handling Insurance Products Distribution Among Bank Core Products

- Timing in marketing insurance products
- What are the efficient tools and techniques?
- Best practices and examples from the business world

Kyriakos Apostolides, Alico_AIG Life, Greece,

Regional Vice President Bancassurance & Direct Marketing CEE

15:20 Interactive Roundtable Discussion

Participants have an opportunity to discuss issues from Day 1 and Day 2 such as:

- Efficient channel distribution management
- Integrated multichannel distribution
- Role of innovations in distribution network
- Successful distribution strategies
- Importance of customer focus orientation in channel distribution

15:40 Closing remarks from the chair

15:50 Farewell coffee & networking

