

**Efficiency and Optimization the Next Frontier** 

17<sup>th</sup> & 18<sup>th</sup> of September 2009, Vienna

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

Jacob Fleming Conferences

THE WORLD OF STRATEGIC NETWORKING

**Olivier Felique, KBC Group, Belgium** Expert Distribution

# YOUR PRESTIGIOUS SPEAKER PANEL

Kyriakos Apostolides, Alico\_AIG Life, Greece Regional Vice President Bancassurence & Direct Marketing CEE

Bernard Delas, Crédit Agricole Assurances-International, France Chief Executive Officer

Joe Maher, Allianz SE Sales and Distribution Consultant

Jan Čarný, 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 - Ibrahimpasic Dunav Insurance Company, Serbia Director, Alternative Sales Channels Department

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

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

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# 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: Challanges 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-Serivce 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 developement 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 inusrance 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 Bancassurence & 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

# **Insurance Strategy and Channel Distribution Excellence Forum** 17th & 18th of September 2009, Vienna

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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.

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