

Winning Strategies For Tomorrow

Bancassurance

Management

Social Media

Marketing

Big Data



21 - 23 September 2014

Hotel Pullman Tour Eiffel - Paris

LIMRA European Annual Meeting

Life Insurance Conference

- Simultaneous translation in French -

LIMRA[®]

Winning Strategies For Tomorrow

Join us at the 2014 Europe Annual Meeting

With a focus solely on the European, Middle East and African life insurance industry, attendees can access exceptional content to keep abreast of changes and challenges in their markets.

An exceptional line-up of speakers offers you cutting-edge information.

Enhance decision making and Develop Winning Strategies for Tomorrow with topics in:

- Management
- Social Media
- Marketing
- Bancassurance
- Big Data

This is a unique networking opportunity to interact with a worldwide gathering of life insurance industry professionals, exchanges ideas, create valuable and perhaps profitable connections.

Discover or rediscover the beauty of Paris. Indeed this year's conference will welcome you in one of the most beautiful cities in the world. LIMRA EMEA has chosen The Pullman Hotel – Tour Eiffel to host the EAM 2014. The hotel is located a few meters away from the Eiffel Tower and offers an amazing view on the worldwide famous monument. The attendees will also enjoy a Gala Dinner at the Pavillon Dauphine on Monday, September 22nd, 2014.

Your LIMRA EMEA team cannot wait to meet you in Paris!



Bernard Retali
President



Carla Baldivia
Operations Manager



Emmanuel Djengué
Head of Marketing



Loubna Zhini
Research Analyst



Manolis Kyriacou
Senior Regional
Executive
Senior LIMRA
Instructor



Margaret Kinlay
Head of Training



Philip Moore
Senior Regional
Executive



Antoine Schaepeynck
Country Manager



Emese Koppány
Country Manager

Gala Dinner – Pavillon Dauphine



Gala Dinner – Pavillon Dauphine Monday, September 22 at 20:00

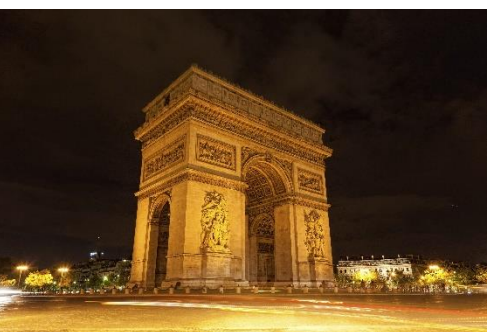
For its 39th edition, LIMRA EMEA has chosen to share with you the charm of Paris by inviting you to the EAM 2014 Gala Dinner in one of the best and most historical restaurants of Paris, surrounded by a beautiful forest, the Pavillon Dauphine, where the beauty of the historical Paris and the unique French cuisine get together to offer you the biggest networking event of the Conference.

The Pavillon Dauphine is an historical monument built on the site of the Chinese Pavilion built for the Universal Exposition in 1913. It is a listed monument that will welcome you in an ancient and authentic environment, between City and Nature, located just off the Champs Elysees, at the edge of the Bois de Boulogne and it's known for its romance and history.

LIMRA EMEA is glad to invite you to its Annual Gala Dinner where you will enjoy the refinement of French Cuisine and mingle with insurance and financial professionals from all over the world.

Attire:

The Gala Dinner is business formal for gentlemen and cocktail for ladies.



Gala Dinner – Pavillon Dauphine



LIMRA EMEA has the pleasure to welcome John Gordillo for a special performance at the gala dinner that will take place at the Pavillon Dauphine on Monday 22nd September 2014.

John Gordillo is a Perrier Award-nominated English director and Comedian who has directed shows by the Comedian Eddie Izzard and was the host and co-creator of The RDA (Recommended Daily Allowance), a daily late-night topical comedy talk show, which played heavily with the conventions of the genre for 60 episodes.

In 2003 Gordillo made the final shortlist of two comics being considered by the BBC as a full-time replacement for Angus Deayton as host of Have I Got News For You. Gordillo returned to stand up in 2006, taking three critically successful solo shows to the Edinburgh festival in 07, 08, 09 and 13. He has written and directed extensively for TV and live comedy.

Press –

"Gordillo has found a perfectly sized niche for himself as a thought-provoking, kitchen-sink existentialist, asking questions about personal and public politics with a grace and hilarious insight beyond many of the young pretenders" - **The Guardian**

"A consummate comedian. Wonderfully intelligent and insightful" - **TIME OUT**

"One of the UK's best stand ups. A truly original voice whose shows take you on a journey rich in narrative, pathos and laughs, full of characters with real depth." - **The Fix**

Sources: <http://www.johngordillo.co.uk/> http://en.wikipedia.org/wiki/John_Gordillo



The Detain is a Belgian group created in March 2012 in Verviers. They compose songs that range from pop to soul, reggae, and Latin music, all with boundless energy in a festive atmosphere. In addition to their original compositions, they offer a wide range of cover versions of great hits that have marked all generations allowing them to entertain all types of crowd.

They will perform at LIMRA EMEA's Gala Dinner on Monday 22nd September 2014.

Program Schedule (1/2)



- Simultaneous translation in French -

Sunday, September 21, 2014

18:00 – 20:00 Welcome Drink (*Registration and welcome drink at the Pullman Hotel*)

Monday, September 22, 2014

8:00 – 8:45 Registration at LIMRA's desk

Bernard Retali - President of LIMRA EMEA

Opening

Robert A. Kerzner CEO of LIMRA-LOMA

Big Data and Analytics: a major driver of change

Jayaraman Karthik – Researcher in Technology and Finance

Disruptive innovation through decentralized infrastructures – from bitcoin to bitmessage

Dr Barbara Fassolo – Associate Professor in Behavioural Science LSEPS

Online Choice Architecture

11:00 – 11:30 Coffee Break

Key Note Speaker: Yves Morieux – Senior Partner and Managing Director at BCG Washington – *Smart Simplicity for Growth*

12:30 – 14:00 Networking Lunch – Hotel Pullman Tour Eiffel

Marc Bezançon – Vice Chairman - CBP France

What future for Creditor Protection Insurance in Europe?

Veren Moodley – Momentum South Africa

Enhancing the financial wellness of all consumers

Mikael Petersson – Folksam Sweden

Consumer Diversity: a way to increased profit and a higher level of internal diversity

Program Schedule (2/2)



- Simultaneous translation in French -

15:45 – 16:15 Coffee Break

16:15 – 17:15 Workshop Session 1

17:30 – 18:30 Workshop Session 2

20:00 – 00:00 Gala Dinner at the Pavillon Dauphine
(Gathering at the lobby of Hotel Pullman at 19:30, departure at 19:45)

Tuesday, September 23, 2014

8:50 – 9:00 Bernard Retali - President of LIMRA EMEA
Opening of the last session

Jean Marie Guian – President and CEO - SPB
Affinity Insurance: evolution and trends of a market with strong growth potential.

Nicolas Schimel – CEO Aviva France
Distribution: how to handle different models to address different market places

10:00 – 10:30 Coffee Break

Uriel Alvarado – Chief Marketing & Public Relations Officer - Saxo Bank UK
Impact of Social Media on Financial Products

Catherine Lesetedi-Letegele – CEO - Botswana Life Insurance
Building a world class company in a tight emerging market, challenges and lessons learned

Bernard Retali - President of LIMRA EMEA
Closing Remarks

11:45 Adjournment – End of the Conference

2014 Speakers (1/3)



Uriel Alvarado

Tuesday 23rd

Chief Marketing & Public Relations Officer Saxo Capital Markets UK

Uriel Alvarado is a highly experienced, senior financial services marketer. In his current role as Chief Marketing and Public Relations Officer, he drives all phases of Marketing, Brand Management and Public Relations strategy for Saxo Capital Markets.

Social Media: *Impact of social media on financial products*



Marc Bezançon

Monday 22nd

Vice Chairman of CBP

He was one of the founders of Bancassurance, with, in particular, the implementation of insurance brokerage companies in France, Italy, Spain, Ireland, Brazil, Argentina and reinsurance companies in Luxembourg and Ireland. He is currently Vice Chairman of CBP, very involved in the business development of the group.

Bancassurance: *What future for creditor protection insurance in Europe?*



Dr Barbara Fasolo

Monday 22nd

Associate Professor in Behavioural Science in the Department of Management of the London School of Economics and Political Science.

She currently serves as Head of the Behavioural Research Lab, Director of the Executive Master in Behavioural Science, and on the Department of Health Behavioural Insights Expert Advisory Panel. Barbara is an expert in behavioural decision-making, behavioural change, behavioural public policy, with a specific interest in digital nudging and choice architecture.

Marketing: *Online Choice Architecture*



Jean-Marie Guian

Tuesday 23rd

Graduated from the HEC Management School and from a Master of Community of European Management Schools in 1990. After two years of cooperation in Asia, he began his career in 1992 as a trader in emerging markets at Société Générale (1992-1994). He joined SPB in 1994 to manage the quality process, then he was appointed Chief Financial Officer (1996-1998), Managing Director of the Insurance business (1998-2000) and President and CEO of SPB Group on 15 December 2000.

Marketing: *Affinity Insurance: Evolution and trends of a market with strong growth potential*

2014 Speakers (2/3)

Jayaraman Karthik

Monday 22nd



Technology Strategist, Researcher and Columnist

He has consulted for leading technology firms such as Red Hat, Novell, Sun Microsystems and advised the boards and senior management of startup companies, venture capital and private equity firms. Karthik frequently writes for the largest selling business newspaper in Norway DN and has also contributed to various newspapers and magazines in different continents.

Big Data: *Disruptive innovation through decentralized infrastructures - from bitcoin to bitmessage*

Robert A. Kerzner

Monday 22nd



President and CEO LIMRA, LOMA and LL Global, Inc.

As president and CEO of LIMRA, LOMA and their parent organization, LL Global, Inc., Bob Kerzner leads the world's largest association of life insurance and financial services companies. In 2010, he led the merger of LIMRA and LOMA, which together represent more than 1,200 members across 64 countries, including most of the world's largest life insurance companies.

Big Data: *Big Data and Analytics: a major driver of change*

Catherine Lesetedi – Letegele

Tuesday 23rd



Catherine Lesetedi – Letegele is the Chief Executive Officer of Botswana Life Insurance Limited, the largest and oldest life insurance company in Botswana with a market share of more than 80% and more than 200,000 individual clients and over 250,000 active individual life policies. She's an accomplished insurance professional, a business leader and executive with over twenty years experience in life insurance.

Management: *Building a world class company in a tight emerging market, challenges and lessons learned.*

Veren Moodley

Monday 22nd



He currently works at Momentum, a subsidiary of the MMI Group. His current role, Head of Client Solutions, has Product Development, Technical Marketing, Research and Data Analytics as distinct centres of excellences. His team is responsible for building the Financial Wellness client engagement solutions, executing Momentum's Client Value Proposition (CVP) as well as to operationalise human behaviour insight back into the business. This role allows him to work across the entire business; and convert the back-end and technical business acumen into the front-end, softer experience for the client.

Social Media: *Enhancing the financial wellness of all consumers.*

2014 Speakers (3/3)



Yves Morieux

Monday 22nd

As a BCG Fellow and the director of the BCG Institute for Organization, he divides his time between leading research and advising senior executives of multinational corporations and public-sector entities in the U.S., Europe, and Asia-Pacific on their strategies and organizational transformations. Yves has contributed to the development of organization theory relating to the behavioral and structural conditions for economic value creation and competitive advantage.

Management: *Smart Simplicity for Growth*



Mikael Petersson

Monday 22nd

Diversity Business Manager Folksam Insurance Group Sweden
Mikael has been working with insurance of all kinds most of his life. Always in a leading roll starting with Sales Manager, Region Manager, Product Manager, Region Manager South of Sweden and now he has the unique title in Sweden "Diversity Business Manager" for the Folksam Insurance Group, the largest insurance company in Sweden.

Management: *Consumer Diversity, a way to increased profit and a higher level of internal diversity*



Bernard Retali

Monday 22nd & Tuesday 23rd

President of LIMRA EMEA.

Bernard Retali is responsible for LIMRA's overall operations in Europe, Middle East & Africa. Under Bernard's leadership LIMRA EMEA delivers a market leading value proposition to better serve its membership. Bernard is an experienced insurance industry executive and consultant with over 20 years experience.

Opening Remarks and Adjournment



Nicolas Schimel

Tuesday 23rd

Chief Executive of Aviva France - Chairman & Chief Executive Union Financière de France

During his career with the Aviva Group, he has created a unified distribution network in Aviva France and successfully steered a benign UFF business on the path to long term growth through a financial crisis. Nicolas has extensive experience in leadership roles across life, general insurance and wealth management and contributes to debate on best professional practices and innovation within the French and global financial services landscapes.

Bancassurance: *Distribution: how to handle different models to address different market places*

2014 Workshops



Transforming Results with People, Processes and Technology

Transformation of the business is important as technology changes at a faster pace. How can you employ a winning strategy and have a greater financial impact to your organization? This session will provide insight and carrier case studies of how to bring together people, process and technology. Ruth Fisk will share her insights on how insurance and financial services companies are achieving their goals by:

- Extending existing systems to realize greater benefit
- Equipping employees with better processes and more effective technologies
- Reducing risk within technology projects.

Speaker: Ruth Fisk, Global Director - Insurance
AII, CDIA+, ECMP, ERMP, BPMP



Ruth Fisk has more than 25 years of experience working in the insurance industry, including 14 years as a manager at a Property & Casualty carrier. During her tenure, she improved overall operational efficiency, reduced expenses and managed high-profile corporate projects. Since 2008, Ruth has presented at more than 20 key industry events across the globe, including LIMRA and LOMA, IASA, ACORD and several CIO and CEO summits, where she has led thought-provoking sessions on business process and information strategy.

A foremost expert on the practical application of EDMS technology within the insurance industry, Ruth has guided insurance companies worldwide to successfully implement enterprise content management (ECM) solutions enterprise-wide. Insurance organizations benefit from Ruth's experience and expertise as they significantly reduce operating expenses and increase efficiency to positively impact their bottom line with ECM.

<http://www.onbase.com/>

2014 Workshops



The Next Digital Frontier for Financial Services: Amplifying Brand and Growing Business With Effective Social Content

Social media is an increasingly popular way for life insurance professionals to communicate with clients. But how can it be used to supercharge marketing's brand strategies as well as elevate client discussions to the next level? In this session, Olivier Maire, sales director and social media expert from Hearsay Social, will explain why now is the time your organization must build an effective content strategy for social media. And, he will provide tips to effectively leverage this channel to amplify brand message and grow business.



Speaker: Olivier Maire

Olivier Maire, recently joined Hearsay Social as Sales Director in France. Olivier has over 20 years experience in the CRM space. He worked his first 10 years in management consulting firms including his own company. He also spent 3 years at Deloitte Consulting. He then moved in the marketing and sales software industry and worked for US companies including; SAS, Unica (now part of IBM), TouchCommerce.

Olivier focused his career on launching and developing product lines and solutions for companies in France and more globally Southern Europe.

<http://hearsaysocial.com/>



Building the Life Insurance company of tomorrow

Speakers: Emmanuel Djengue and Loubna Zhini

In a perfect world, what distribution method you would choose for your Life Insurance company? How would you recruit? How would you promote your products and services? What products would you offer? through this workshop and thanks to the tools we will provide, you will be invited to let your imagination fly and you will share your experience with your peers so together you can propose the model of the Life Insurance Company of the future.

www.limra.com

Registration

LIMRA Member: \$1,609 USD

Non-member: \$1,939 USD

Special discount: -33% from the 3rd attendee from a same company, provided that the 2 first attendees pay full price. Email customer.service@limra.com for more information on this discount.

The following is included in the registration price of the conference:

- ✓ **Welcome Drink** at the Pullman Hotel Tour Eiffel on Sunday 21st September at 18:00
- ✓ **3-Day Conference**, twelve top speakers and three workshops
- ✓ **Networking Lunch** on Monday 22nd September at the Pullman Hotel Tour Eiffel
- ✓ **Gala Dinner** on Monday 22nd September at the Pavillon Dauphine. (Bus transfer Hotel Pullman - Pavillon Dauphine - Hotel Pullman included.)

To register please click [here](#)



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