

# 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

# About LIMRA

Over 850 financial services companies in more than 64 countries around the world turn to LIMRA first to help them build their business and improve their performance. These members rely on our nearly century-long industry experience of delivering Research and Learning and Development programs to:

- Gain insights or as a catalyst for new ideas
- Benchmark their competition
- Create new products, enter new markets
- Add new distribution channels
- Leverage retirement research across all sectors and in-depth industry analysis to grow their retirement business
- Assess, train, and increase existing distribution productivity
- Meet the challenges of increasing regulation
- Identify and develop the next generation of leaders
- Connect with industry leaders and peers through study groups, committees and conferences
- And much more.

In a rapidly changing marketplace, companies call LIMRA first for our combination of industry insight, practical solutions, and unwavering commitment to their success.

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

# The Annual Meeting 2014

Each year LIMRA connects industry leaders to the knowledge, best practices, and people that provide key insights into the challenges they are facing. LIMRA'S European Annual meeting is a source for the strategic and tactical information they need to address these issues.

The conference focuses on current topics affecting insurance and financial services companies conducting business and competing in Europe.

This year, with the theme **“Winning Strategies for Tomorrow”** the conference will focus on :



**Bancassurance**



**Big Data**



**Social Media**



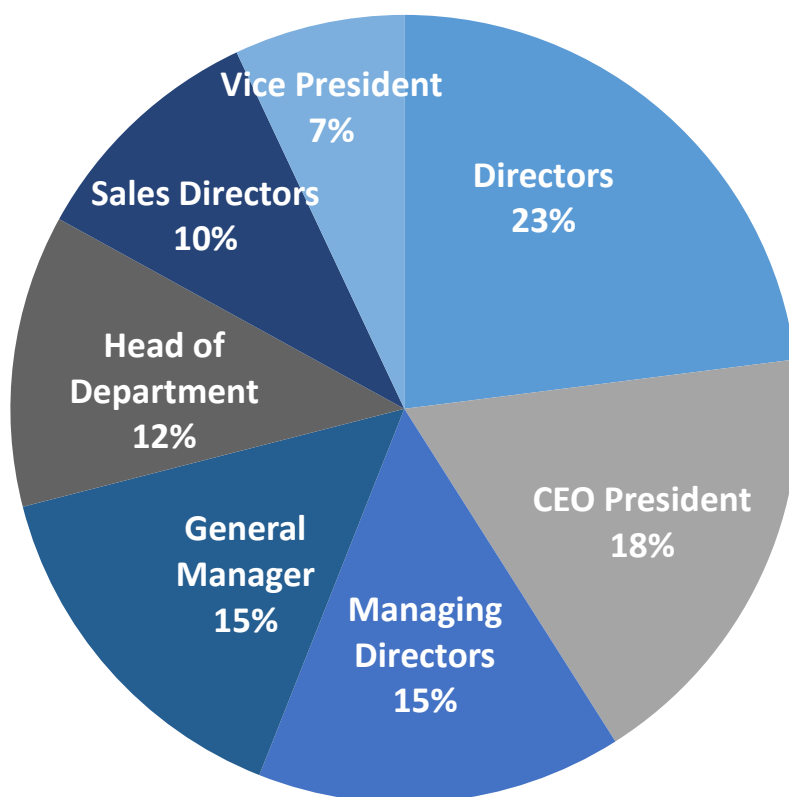
**Management**



**Marketing**

# Who Attends The European Annual Meeting?

Senior executives from Europe, Middle East and Africa insurance and financial services companies gain insight and enjoy excellent networking events at the European Annual Meeting. In recent years the conference has **hosted an average of 100 chief executive officers, managing directors, presidents and department heads of distribution, marketing, sales, underwriting, human resources, and administration from over 26 countries.**



Source: 2013 LIMRA Survey

# Why attend the conference?

- 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.
- **This is a unique networking opportunity to interact with** a world-wide gathering of life insurance industry professionals and exchanges ideas and create valuable and perhaps profitable connexions.
- **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 few meters away from the Eiffel Tower and offers an amazing view on the worldwide famous monument. The attendees will then enjoy a Gala Dinner at the Pavillon Dauphine on Monday September 22nd, 2014.

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



Photo: Hotel Pullman – Tour Eiffel

# 2014 Speakers (1/3)



**Uriel Alvarado**

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 Bezancon**

Vice Chairman of CBP  
Hewas 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**

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**

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

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

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

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

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**

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**

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**

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**

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*



# Registration

**LIMRA Member:** \$1,609 USD

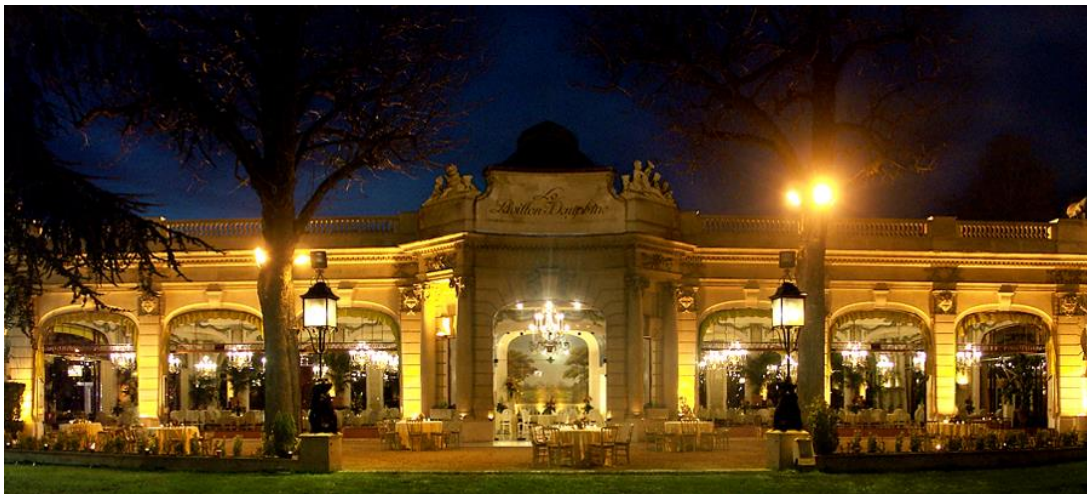
**Non-member:** \$1,939 USD

**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](mailto:customer.service@limra.com) for more information on this discount.

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

- ✓ **Welcome Drinks** at the Pullman Hotel Tour Eiffel on Sunday 21<sup>st</sup> September at 18:00
- ✓ **2-Day Conference**, twelve top speakers and three workshops
- ✓ **Networking Luncheon** on Monday 22<sup>nd</sup> September at the Pullman Hotel Tour Eiffel
- ✓ **Gala Diner** on Monday 22<sup>nd</sup> September at the Pavillon Dauphine. (transfer from the Pullman Hotel Tour Eiffel to the Pavillon Dauphine is included)

To register now please click [here](#)



Amazing view From the Pavillon Dauphine

# Contact us



## Contacts

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## By Phone

You can contact a member of the LIMRA EMEA team from 9:00 am to 6:00 pm: from Monday to Friday, by calling +34 933 435 259 / +34 933 435 262



## By Social Media

We are actively present on LinkedIn via: LIMRA EMEA

LL Global, Inc.



[www.limra.com](http://www.limra.com)



[www.loma.org](http://www.loma.org)