



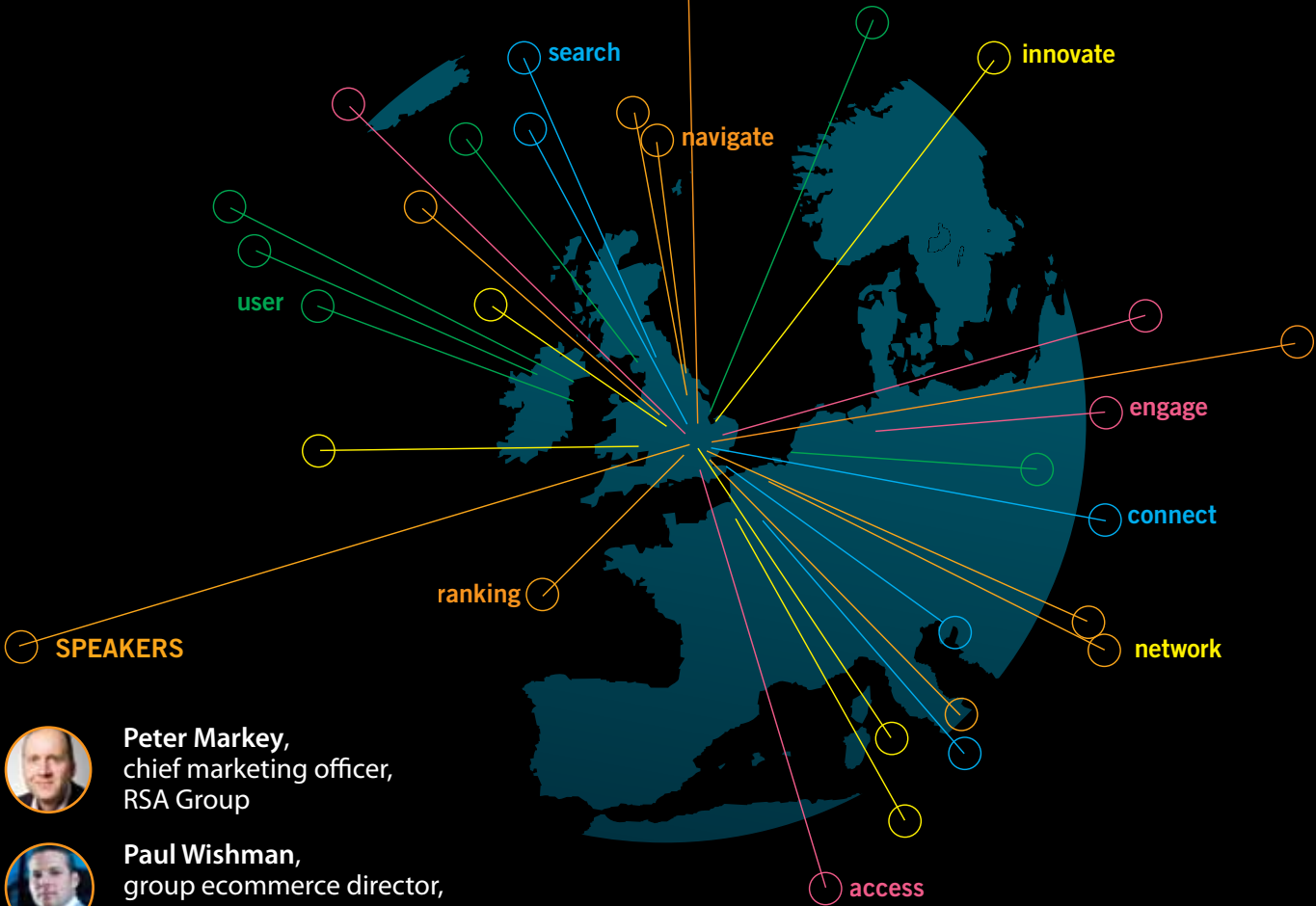
DIGITAL INSURANCE STRATEGIES 2012

1 March, Millennium Hotel, Mayfair, London

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Contact Jasmin Sangha
on 020 7004 7560
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SPEAKERS



Peter Markey,
chief marketing officer,
RSA Group



Paul Wishman,
group ecommerce director,
LV=



Alastair Douglas,
head of marketing,
Simply Business



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This event has been credited by the CII and can be included as part of your CII CPD requirement should you consider it relevant to your professional development needs.



WELCOME

Dear Colleague,

The use of the internet to research, compare and purchase insurance has irrevocably altered the way in which insurers must present and sell their services in both commercial and personal lines. The implementation of an effective digital strategy across all platforms is now crucial, and insurers need to be not only ready for now, but prepared for the future. Can your company keep up in this fast paced digital world?

Post's inaugural Insurance Digital Strategies 2012 conference will provide you with the understanding and vision that you need to move confidently through this dynamic market.

Book now to make sure that you don't miss out.

We look forward to seeing you at the conference in March.



Jonathan Swift
editor in chief
Post Magazine

KEY TOPICS FOR DISCUSSION WILL INCLUDE:

- What does the future of insurance marketing look like?
- How to formulate, apply and measure the ROI of a comprehensive digital strategy based on the needs of your consumers
- Making sense of mobile - which is better, mobile sites or apps? Should insurers be using mobile to sell insurance, provide claims support, or both?
- Is email dead? Is there still a role for the more traditional marketing methods in this new, technologically enhanced world?
- Social media - can it work for commercial lines insurers? Where has it worked, if at all, across the personal lines business?
- Content creation: ensuring you are transmitting a consistent message across all your digital platforms and at all stages of the insurance cycle, from point of sale to claims
- Managing your data effectively to enhance customer engagement and build your business
- Online SME trends in the commercial lines space - is commercial lines catching up?

WHO YOU WILL MEET:

- Aggregators
- Brand managers
- Brokers
- Digital strategy directors
- E-business managers
- Electronic trading managers
- Heads of distribution
- Heads of e-commerce
- Heads of product development
- Insurers
- IT directors
- Marketing directors
- Sales directors
- Software providers
- Usability consultants






CONFERENCE PROGRAMME 1ST MARCH 2012, LONDON









REGISTER NOW

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 W: www.postevents.co.uk/digital

MORNING

9.00 Registration and coffee	9.30 OPENING KEYNOTE: formulating a comprehensive digital insurance strategy <ul style="list-style-type: none"> Seeing through the eyes of the customer when looking at digital – what do your customers want? The story so far – how far has the insurance market really come? Proving the ROI of a digital strategy – taking it to your CEO  Peter Markey , chief marketing officer, RSA UK	10.00 The generation game – fitting your digital strategy to the digital profile of your market <ul style="list-style-type: none"> Understanding how different generations perceive and use the digital environment What does this mean for insurer product propositions? Tailoring communications appropriately to strengthen your relationship with current customers and acquire valuable new business  Kevin Taylor , CEO, Gravytrain	10.30 The future of marketing is inbound Buying insurance is no longer a linear process, and in the online space, the buyer has control. <ul style="list-style-type: none"> Using inbound marketing techniques such as social media to earn, not buy, the attention of your market and increase conversion rates Creating a consistent message across all the platforms in your insurance digital strategy Creating positive connections: how to effectively reach every potential customer through engaging content 	11.00 Q&A 11.10 Coffee and networking	11.40 Maximising the mobile opportunity <ul style="list-style-type: none"> What does growing mobile web and application adoption and rising customer expectation mean for the insurance world? How do levels of engagement differ on apps and mobile sites? What is the impact of HTML 5 on mobile sites? What are common challenges and best practices to deliver quality mobile web and application experiences?  Amir Rozenberg , APM global manager mobile, Compuware Gomez	12.10 Maximising the ROI of online business <ul style="list-style-type: none"> Maximising the value of finding people online – how do you do it and how can SEO and PPC add to this? Implementing social media to optimise SEO  Alastair Douglas , head of marketing, Simply Business	12.40 Lunch and networking
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AFTERNOON

Personal lines sessions	13.40 Securing distribution: brand strategy vs. comparison sites <ul style="list-style-type: none"> Acquiring customers through comparison sites is the norm for many insurers these days. But what are the pros and cons of doing this? Where to invest in your brand to maintain control and guarantee ROI. Is one a more effective strategy than the other, or should insurers really be doing both to maximise distribution opportunities?  Nick Melvin , MD, Delineo	14.10 Apps – the future of personal lines insurance distribution? <ul style="list-style-type: none"> How do 'apps' fit into the world of personal lines insurance? Which products particularly lend themselves to app development, and which are no-go areas? Lead generation – building your data through downloads 	14.40 Where next for online personal lines? In this case study, delegates will gain advice and examples from a leading online industry on how to move online personal lines insurance to the next level.	15.10 Q&A	15.20 Coffee and networking	16.20 Closing panel debate: The future of digital strategies in insurance Apps, mobile technology and social media have all been mentioned numerous times both in this conference programme and elsewhere. But what does the future hold? What might we be talking about come 2013?  Graeme Newman , director, CFC Underwriting  Kevin Taylor , CEO, Gravytrain  Paul Wishman , group ecommerce director, LV=	16.50 Close of conference
	Commercial lines focus groups	Getting commercial lines insurance online: an overview <ul style="list-style-type: none"> How might the rise of generations X and Y into business affect the appetite for online commercial insurance? Assessing the limitations of online commercial business – why has progression been so slow and how can this be overcome? Case studies of successful commercial insurance online – what has already been achieved?  Graeme Newman , director, CFC Underwriting	How is digital changing traditional relationships in the commercial lines space? <ul style="list-style-type: none"> How can insurers boost the e-enablement of brokers What is holding brokers back? It is the increased transparency and product differentiation that an online market provides? Are aggregators entering the commercial space? What effect might this have on broker-insurer relations?  Andy Heap , managing director, Digital Reach	Driving change – the development of SME business needs online <ul style="list-style-type: none"> The effects of growth in the online SME market What are the critical elements of a digital strategy for the SME market? Will the aggregators ever truly penetrate the SME market?  Valerie Hockley , managing partner, PolicyBee	Q&A	15.50 Online and offline integration – maintaining the right balance <ul style="list-style-type: none"> Merging digital and traditional strategies: how far down the line should the insurance market go? Where can traditional methods like direct mail and email marketing continue to add value in this constantly evolving digital world? Are there some kinds of insurance that digital strategy simply will not work for?  Paul Wishman , group ecommerce director, LV=	



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There are a wide range of commercial opportunities available at Digital Insurance Strategies 2012. To request a full information pack and to discuss the options please contact Katy Weaver on 020 7316 9423 or email katy.weaver@incisivemedia.com

VENUE INFORMATION



Millennium Hotel, Mayfair, London
44 Grosvenor Square, Mayfair
London,
W1K 2HP
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BOOKING FORM

To register for this event please complete your details

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INVOICING CONTACT (IF DIFFERENT FROM ABOVE)

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Surname

Job Title

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Title First name

Surname

Job Title

Department

Direct Tel No. people in department

Email

BOOKING OPTIONS

Please insert number of delegates attending in the relevant box:

Insurer & Claims Club member rate

If booked by 20 January 2012

If booked after 20 January 2012

£499 + VAT*

£649 + VAT*

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If booked by 20 January 2012

If booked after 20 January 2012

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Date

Cancellation / Substitution

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Payment

Payment must be received before the event start date. If we have not received payment in full by the event start date, you will be required to provide a credit card guarantee on the day to gain entry.

Disclaimer

The programme may change due to unforeseen circumstances, and Incisive Media reserves the right to alter the venue and/or speakers. Incisive Media accepts no responsibility for any loss or damage to property belonging to, nor for any personal injury incurred by, attendees at our conferences, whether within the conference venue or otherwise.

Venue Details

Millennium Hotel, Mayfair, London

For any additional information, please contact the organisers

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