



EXPLORING THE FUTURE OF DIGITAL

IoT, AI, big data, etc., promise to revolutionise the insurance business. But how exactly should companies embrace these technologies and in what specific ways can they use them to their advantage?

Join us in London to discuss the key issues of the moment for the industry:

- The latest CX trends surrounding agents, brokers, direct, bancassurance and the call centre
- The impact of the blockchain technology and smart contracts, to innovate and explore new avenues for operational excellence.
- Ways to leverage artificial intelligence for marketing
- Best practices for selling insurance through digital channels
- Direct marketing, P2P, social networks, aggregators, disintermediaries, etc. used to generate leads
- The new European regulatory frameworks

DON'T MISS THE INNOVATION IN INSURANCE AWARDS CEREMONY

Preceding the Insurance Summit, the Ceremony is organised in partnership with Accenture, on 26 april, and will allow all participants to discover the best innovators first-hand.

More info on www.efma.com/insuranceawards17

**Menco van der Weerd**

Director Life Protection

Aegon

Netherlands

**José Antonio Iglesias**

Assistant General Manager of Customers & Product Offer

VidaCaixa Spain**Angela Mhlanga**

CEO of Bancassurance

Standard Bank

South Africa

**Monika Schulze** Global Head Marketing

Member of the Leadership Team

Zurich Insurance Group

Switzerland

**Greg Crow**

Global Head of Architecture

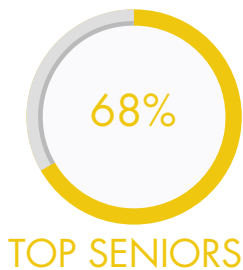
XL Catlin

UK

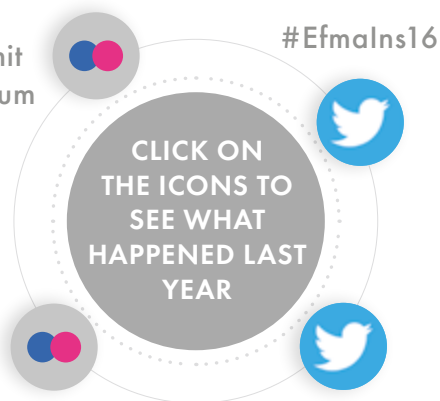


Be part of an inspiring networking community

INSURANCE SUMMIT



Insurance Summit 2016 photo album



Innovation in Insurance Awards ceremony 2016 photo album

FEEDBACK FROM PAST DELEGATES

“ EXCELLENT WITH A GOOD CHOICE OF TOPICS, INTERESTING SPEAKERS AND GREAT ORGANIZATION. ”
Sophie Misselyn, Head of Insurance, ING

“ VERY RICH IN EXPERIENCE SHARING. THE INDUSTRY WILL MOVE/IS MOVING FAST. DIVERSITY OF CASES PRESENTED. VERY IMPRESSIVE! ”
Marie Mathilde Tournade, CFO, CNP UniCredit Vita

“ I ENJOYED THE CALIBER OF THE SPEAKERS AND THE VARIETY OF THE TOPICS. ”
Alain Hade, VPP Customer Relations & Underwriting & VPP of the Desjardins Insurance Business Line, Desjardins

“ INTERESTING TOPICS, GOOD AND INSPIRATIONAL SPEAKERS. ”
Anton Janssens, Head of Customer Experience Personal Lending & Insurance, ING

EFMA-ACCENTURE INNOVATION IN INSURANCE AWARDS CEREMONY

THE INITIATIVE:

Efma & Accenture draw upon their international network to identify the most innovative projects in the insurance sector at a global level. The initiative was launched in 2016 and the result is a rich database of winning projects: www.efma.com/innovationininsurance

THE AWARDS CEREMONY:

The best innovation in each category will be recognized at a dedicated ceremony to be held in London on 26 April 2017, the day before the Efma Insurance Summit.

Winners will present their innovation journeys, reflect on their experiences and share the key success factors in the design, development and operational phases of their innovation.

To attend the ceremony, register on:

www.efma.com/insuranceawards17





27 April 2017

8.15 Welcome coffee

Artificial intelligence and data driven approaches9.00 **Vitality Shared-Value Insurance****Andrew Scott** Principal: The R&D Lab **Vitality** UK9.25 **Data and insights - are we winning?**

- Are all the data and insights relevant?
 - Case study
 - Data and insights into creating exceptional customer experiences to boost competitiveness
- Angela Mhlanga** CEO of BancAssurance, Head of Insurance **Standard Bank** South Africa

9.50 **STUDY PRESENTATION: Insurance in the mobile-first era**

- Insurance future is definitely mobile, but how can we get the most out of it?
 - More and more people use smartphone for everyday tasks
 - But some say there is not much use for an insurance mobile app
 - We have investigated the current state of mobile insurance
 - ... And we would like to share some findings about its future
- Anna Lik** Insurance Product Manager **Comarch** Poland

10.40 Coffee break and networking

**Innovating your business model**11.10 **Payment Protection Insurance (for consumer and mortgage loans): How to adapt to a rapidly changing environment**

- New regulations?
 - New customer needs?
 - New digital tools?
 - New players?
- Pierre-Nicolas Carissan** Deputy Head of International **CNP Assurances** France

11.35 **New omni-channel distribution models in a customer-centric environment: the hybrid approach**

- How fast is customer behaviour change transferring to insurance?
 - Insurance edging closer to FMCG/CPG
 - A personal opinion - valuing our assets
- Grégoire de Montaignu** Digital Regional Director **AXA Group** France

12.00 **Insurance's window of opportunity to innovate and positively influence peoples' lives**

- The huge potential to innovate in insurance and make it compelling for customers (much more so than in banking)
 - IoT and wearables are facilitating new formats for behavioural-based contracts and policies
 - The dawn of a brand new world in which insurance can play a major role in empowering people to live a better life
- Demetrio Migliorati** Head of Digital Organisation **Banca Mediolanum** Italy

12.50 Lunch





27 April 2017

Strategic alternatives

14.20

STUDY PRESENTATION: Strategy of traditional insurers towards aggregators**Mathieu Sebastien** Partner, Pôle Services Financiers **Roland Berger** France

14.45

Euler Hermes Digital Agency - reinventing Trade Credit Insurance in 18 months

- From 100 years of global leadership to a crisis of faith?
- Building a platform for innovation in an unknown industry
- Scaling-up: from successful experiments to new lines of business
- What becomes of the company culture?

Christophe Spoerry EHDA co-founder **Euler Hermes Digital Agency** France

15.10

Consistent digital experience in all customer's interactions. How to start the digital journey today.

- Digital sales and after-sales as a self
- Bankassurance - the case of mBank
- Going digital in all distribution channels at the same time - how to start and finish in 12 weeks

Maciej Olejniczak Head of Sales **Conodata** Poland

15.25

Raising the bar on Bancatakaful

- Industry outlook: UAE market
- Meeting the needs of the community
- Product innovation
- Digital interactions

Jumanah Saeh Head of Bancatakaful **Abu Dhabi Islamic Bank** UAE

16.00 Coffee break and networking



Blockchain and other game changers

16.30

Blockchain meets insurance. Is this the end?

- Does blockchain signal the end for incumbents?
- Discuss avenues for blockchain development for incumbents.
- Taking care of our customers in the distributed ledger world; responsibilities and rewards

Menco van der Weerd Director Life Protection **Aegon** Netherlands

16.55

Lego for business. Blockchain a game changer for insurance?

- How to tackle insurance process latency with smart contracts
- Can sharing aid the identity and authenticity needed for insurance?
- How to make consensus building still efficient
- Continuous improvement: why things get better when we collaborate
- Cash is king: considering time value of money and asset-liability-management in the business case
- Neutrality: address the perception of big brother, naive altruism with capital markets thinking

Greg Crow Global Head of Architecture **XL Catlin** UK

17.20

Curse or gift. Capitalising on today's life insurance business challenges.

- How VidaCaixa has successfully met the main challenges that the life insurance business is currently facing.
- The gift of longevity.
- The gift of low interest rates
- The gift of political uncertainty
- The gift of new competitors

José Antonio Iglesias Assistant General Manager of Customers & Product offer **VidaCaixa** Spain

18.10 End of day one





28 April 2017

8.15 Welcome coffee

Win-win-win: Innovating for your customers' benefit, society's and your bottom line!

9.00

Applying Artificial Intelligence to Insurance for greater customer centricity

- Embracing the shift from a product-centric to a customer-centric approach in insurance
- Opportunities for machine learning for a more seamless insurance customer experience
- Are machines replacing humans or are they complementary?

Monika Schulze Global Head of Marketing, Member of the Leadership Team
Zurich Insurance Group Switzerland



9.25

Innovation in Insurance: The Corporate Startup Way

- The need for change
- The innovation paradox
- The Corporate Startup experience

Christophe de Cacqueray Director of Innovation Lab **Covéa** France

9.50

The development of an innovation ecosystem

- The urgency of business evolution
- The development of a vision
- Building the ecosystem with valuable partners by capitalizing external sources of information like the Efma Innovation database
- Defining and involving the stakeholders

Adriana Gouveia Head of Innovation **Fidelidade - Companhia de Seguros** Portugal



10.40 Coffee break and networking

Insurance never ending effort to be more service oriented

11.10

The Europ Assistance approach to digital transformation: How new technology innovation impact the way we interact with our customers

Edouard Tesnière Head of Digital Transformation & **Cristina Pettazzi** Group Strategic Marketing Manager
Europ Assistance Group France



11.35

How can Incumbents and Insurtechs collaborate and succeed?

- Digital disruption in Insurance
- What can Insurance learn from Banking?
- Insurance and Insurtech friends or foe?
- The Open Innovation Models

Dorota Zimnoch Fintech & Insurtech Program Leader **The Heart** Poland

12.00

The methods we developed to massively deploy digital within the group, and our achievements

- IT and Digital teams shared company wide Lean Start Up and Design Thinking methodologies
- Revamping the web site and mobile app
- Digitizing our sales force

Juliette Bron Chief Digital Officer **Macif** France



12.50 End of conference



27-28 April 2017

ATTENDEE'S INFORMATION

 Mrs. Ms Mr. / First name Last name

Job title

Institution VAT ID number

Address

Tel

Email  Twitter account @

Assistant's information (or person in charge of the registration)

First name Last name

Tel email

PRACTICAL INFORMATION

DATES

The Insurance Summit is a 2-day conference that will begin on Thursday 27 April 2017 and will end on Friday 28 April 2017.

LOCATION

Hilton Wembley
Lakeside Way, HA9 0BU Wembley
Middlesex, United Kingdom

LANGUAGES

All sessions will be held in English

ACCOMMODATION

Each participant must pay the cost of his or her accommodation directly to the hotel before departure. An automatic confirmation will be sent by email within 24 hours after your registration.

REGISTRATION

The registration fee covers participation in the Insurance Summit, documents, lunches and coffee breaks. Registration fees must be paid in full prior to the event. Efma reserves the right to refuse entry to any delegate who has not paid his or her invoice prior to the event.

We welcome late-bookers, but credit card information must be provided.

CANCELLATION

All cancellations must be received in writing. A 20% cancellation fee will be charged for all cancellations received on or before Wednesday 12 April 2017. The full fee will be charged for cancellations made after that date, as well as to delegates who are unable to attend on the day, unless a substitute delegate is provided. Substitutions are accepted at any time.

REGISTRATION FEE

 €0 for Efma 2017 Premium Pass holders - www.efma.com/premiumpass €1,200 for Efma members and associate members €1,600 for representatives of non-member institutions

VAT not applicable. All registrations are strictly individual.

Please note that discounts apply for group registrations, contact registration@efma.com for further details.

Participants	3	4	5	6-9	10-14	15-19	20-24	25+
Discount	10%	15%	20%	25%	30%	40%	50%	60%

PAYMENT

By bank transfer to Efma Sarl bank account
IBAN: FR 76 1027 8060 4700 0208 2420 111
BIC: CMCIFR2A
Crédit Mutuel
CCM PARIS 17 ETOILE,
30 Avenue Niel, F- 75017 Paris

By credit card: MasterCard Visa American Express

Card n° | | | | | | | | | | | | | | | | | | | | | |

Expiry date | | | | | |

DATE

SIGNATURE

Please send this registration form by email at registration@efma.com or fax +33 1 47 42 56 76

