

2nd Annual

Analytics for Insurance USA

Conference & Exhibition

Organized by:



March 25-26, 2015 • Hilton Chicago/Magnificent Mile Suites

Put Analytics at the Core of Your Business to Streamline Operations and Improve Pricing Accuracy

- ✓ **Create a management by analytics strategy:** overcome departmental or product-specific views of customers, discover where new talent is needed and reduce operating spend
- ✓ **Develop an enterprise-wide system:** eliminate legacy systems, break down silos and maximize the value of your existing internal data
- ✓ **Explore new external data sources:** better understand customer risk, emerging markets, buying behavior and the impact of social media
- ✓ **Sharpen your pricing capabilities:** create dynamic pricing models, explore granular real-time solutions and utilize multivariate testing
- ✓ **Feed claims and fraud data into pricing:** reduce leakage and payout, improve handling and better understand the predictive power of risk in claims outcomes
- ✓ **Recognize the complexity of your customers:** explore and analyze every data source to improve targeting, drive cross/up sell opportunities and customize consumer profiles

EXPERT SPEAKERS INCLUDE:



Upendra Belhe
SVP and Chief Analytics Technology Officer
Chubb Insurance



Partha Srinivasa
Chief Information Officer
Houston Casualty



Lane Coonrod
Director, Prescriptive Analytics
The Hartford



Stephen Applebaum
Principal
Insurance Solutions Group



Maroun Mourad
Former CEO & Chairman, Middle East, Zurich Insurance Group
Author, The Insurance Management Playbook



Grant Little
Director - Claims Technology & Analytics
National General

Fast facts and figures based on our other Insurance events:

Expected Attendees
200+



Networking Hours
10+



End Users
61%



Key Speakers
25+



Register today! Go to: www.analytics-for-insurance.com/usa

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Between existing internal data and the endless amount of external sources coming online, insurers are currently sitting on a gold mine of information. And the world of big data is only getting bigger as the "Internet of Things" captures more information and moves it from machine to machine, while constantly becoming more seamless and quick.

Customer data creates the most obvious opportunity for insurers. With new analytical techniques now available to marketing teams, insurers can identify their most valuable customers and engage with them accordingly. Beyond the marketing department, there are also numerous opportunities for insurers to profit from the Big Data revolution by improving operational excellence across every line of business.

Unlike other industries, analytics initiatives in insurance aren't always spearheaded by the CIO. Instead, they're overseen by lines of business - claims, underwriting and pricing. For this reason, we've created a unique event to bring these teams together to discuss who is actually driving - and benefiting - from analytics. Over the full 2 day meeting you'll obtain critical insights from line of business leaders delivering value to their organization through the intersection of business and analytics - we hope you can join us!



Alesia Siuchyka
Project Director
FC Business Intelligence/Data Driven Business

201 204 1694 alesia@fc-bi.com

HEAR INSIGHTS FROM LEADING INSURERS

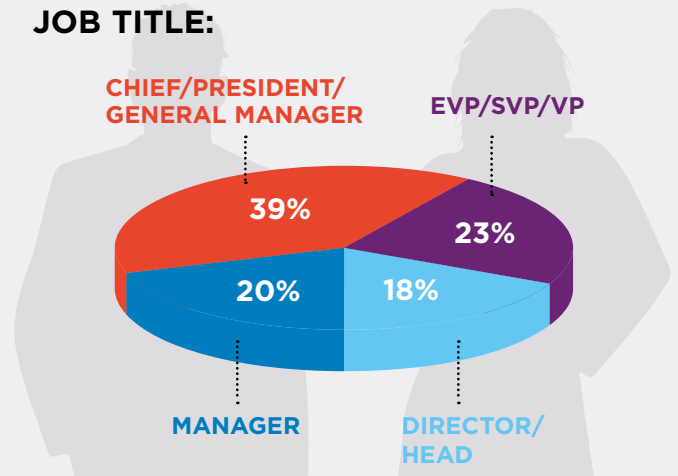


Connect with your peers at the only custom built Insurance Analytics event focused solely on Property and Casualty. Meet leaders from:

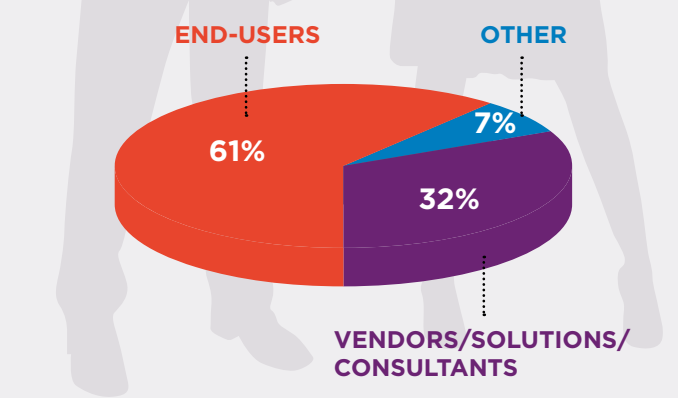
- Underwriting • Pricing • Claims • Fraud
- Risk Management • Actuarial Research
- Analytics • Business Intelligence
- Data Science • Technology • Operations
- Product Management • Marketing
- Web/Mobile/Digital Channels

Based on our previous Insurance events, you can expect to see:

JOB TITLE:



COMPANY TYPE:



"This was my first analytics conference focused on insurance, so great value in meeting/discussing with others in the industry."

Allstate

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Chubb Insurance



Partha Srinivasa
Chief Information Officer
Houston Casualty



Clifton Lancaster
Chief Statistician
**Hartford Steam Boiler/
Munich Re**



Maroun Mourad
Former CEO & Chairman,
Middle East, **Zurich Insurance
Group** Author, **The Insurance
Management Playbook**



Stephen Applebaum
Principal
Insurance Claim Solutions



Lane Coonrod
Director, Prescriptive
Analytics
The Hartford



Grant Little
Director - Claims Technology
& Analytics
National General



Munish Arora
Manager - Product Analytics
CSAA Insurance Group



Nora FitzGerald
VP - Statistical Reporting,
Corporate Actuarial
CNA



Marty Ellingsworth
President
Salt Creek Analytics



Aaron Brandenburg
Economist & Statistical
Information Manager
NAIC



Nathan Golia
Senior Editor
Insurance & Technology



These are just a few of the many industry experts that will be presenting at this year's event.

Check back to the website for regular updates on new speakers and sessions!

www.analytics-for-insurance.com/usa

FREE

Insurance Analytics: Media Series

As part of our Analytics for Insurance 2015 initiative, we have developed a series of free white papers, reports and webinars that will help you engage with the hottest topics being discussed by your peers.

Our first white paper, "Understanding and Improving Customer Lifetime Value Through Insurance Analytics" is now available for download



Keep up to speed with the latest developments and sign up to receive our free content today
www.analytics-for-insurance.com/usa/media-center.php

Conference Partners:



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Analytics for Insurance USA

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Day 1 - March 25

*Each 90 minute session will include 20-30-minute stand-alone presentations from each speaker and 30 minute group panel discussions and Q&A.

9.00-9.30 Keynote: Exploring how data analytics is shaping the changing role of Insurance today

- What is insurance's goal in society? Free market approach vs. public utility

Speaker TBC

9.30-11.00: Put analytics to work across your entire enterprise: build a strategy and team for success

- Develop a strategic focus and capability to better leverage analytics in all areas of the business to optimize productivity
- Gain commitment from leadership and uncover the key strategic points needed to secure support for a big data and analytics initiative
- Work on creating an organization-wide shift to a data-conscious culture that fosters innovation and efficiency
- Grow share of wallet across the business through analytics integration
- Create a central focus in your organization for customer insights and interaction

Tobin Jansenberger,
Data Science &
Analytics Manager,
American Family Insurance



Lane Coonrod, Director,
Prescriptive Analytics,
The Hartford



11.00-11.30 Coffee break

11.30-1.00: Utilize advanced analytics to anticipate and predict a broad range of risks

- Anticipate and predict a broad range of risks including those related to internal processes, compliance, product appeal and customer service/tools, and external events
- Utilize advanced analytics to locate risk by embedding geographic knowledge in your analyses
- Uncover new metrics to improve catastrophe risk modeling and ensure the most accurate and up-to-date data is being gathered and processed
- Incorporate metadata usage in assessing risk for a better understanding of the origin and complexity of data
- Use real-time claim segmentation to optimize resource assignment and referral to specialty resources

Cliff Lancaster,
Chief Statistician,
**Hartford Steam Boiler
/Munich Re**



Munish Arora,
Senior Manager -
Product Analytics,
CSAA Insurance Group



1.00-2.30 Lunch

2.30-4.00: Price optimization: incorporating new insights into pricing to maximize customer life time value

- Understand every important touch-point in the customer lifecycle to optimize engagement, retention and cross/up-sell
- Build price optimization models to test price elasticity for each customer segment to get better retention rates and improved profitability
- Examine the impact of aggregators on the landscape to find out how you can differentiate your product in the face of commoditization
- Shift pricing techniques towards a more granular, dynamic pricing strategy that changes in line with the risk
- Predictive modeling for homeowners insurance: why insurers are putting a special focus on improving pricing sophistication

Speakers TBC

4.00-4.30 Coffee break

4.30-6.00: Improve claims handling through new technology and more efficient programs

- Implement proactive, automated processes that can identify fraud earlier in the claims process than historical techniques permit
- Improve efficiency, reduce costs and increase customer satisfaction in the claims cycle to reduce severity payments
- Discuss the growing importance of claims technology and analytics and how to make the business case to upgrade systems and technology
- Realize the overall business gain by valuing cost-saving departments just as much as business growth areas
- Analyze past claims data to improve future claims processes by quicker scoring of claims for probable loss and reducing settlement times

Grant Little,
Director - Claims Technology &
Analytics,
National General



6.00-8.00 Networking drinks reception

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Day 2 - March 26

9.00-9.30 Keynote: Leveraging Analytics to Deliver a Superior & Profitable Customer Experience

- Discover how customer-centric your organization really is
- Uncover the seismic shift required from product to customer-focused organizational structure and sales & service philosophy
- Learn how to challenge the boundaries in underwriting and pricing automation
- Develop top operational and technological enablers to fuel the needed behavioral transformation
- Plan to reach the desired end-state in terms of:
 - Control, customization, & connectivity;
 - Speed and simplicity in claims & administrative handling; and
 - Maximizing customer lifetime value through event-triggered sales

Maroun Mourad,
*Former CEO & Chairman,
Middle East*
Zurich Insurance Group
Author
**The Insurance Management
Playbook**

9.30-11.00: The role of the “chief data officer” revolutionizing modern day insurance

- Explore how this emerging role delivers data-centric information and solutions, and how it can contribute to increasing business value
- Hear real stories of why insurance companies are introducing a new Analytics Officer to their C-Suite and why it's important for “Data Management” to have a seat at the boardroom table
- Explore the inclusions and exclusions of the role's responsibilities, objectives, perspectives and talents
- Understand a starting point for a CDO and his/her role in bridging the disconnection between IT and business units

Speakers TBC

11.00-11.30 Coffee break

11.30-1.00: Grow out of legacy systems and restructure to take control of your data

- Remove silos, integrate and harness your existing data sets to drive competitive advantage
- Evaluate internal assets by focusing on raw data and tools
- Explore the adoption of big data in operational systems to increase efficiency and automation
- See how data management and analytics are shaping reporting and how they contribute to the bottom line
- Use successful data reporting as an asset rather than just a responsibility: restructure to find and organize data better
- Identify patterns in unrelated cases from disparate data sources to uncover anomalies

Partha Srinivasa,
Chief Information Officer,
Houston Casualty

Nora Fitzgerald,
*Vice President - Statistical
Reporting, Corporate Actuarial,*
CNA



1.00-2.30 Lunch

2.30-2.50: Utilize external data sources to improve fraud detection, pricing and decision-making

- Incorporate third-party data and analytics into the claims lifecycle to achieve competitive differentiation, increase profitability and prevent fraud
- Find new ways to source data and consistently update actuarial models to incorporate new external data
- Explore the impact of social media on customer behavior and learn how to incorporate social insights into marketing
- Include text mining and social network analytics into the mix to detect fraud schemes
- Use targeted insights and innovative data processing techniques to reduce fraud

Speaker TBC

3.50-3.10: Sensors, smart devices and telematics: making insurance digital, customized and interactive

- Evaluate the role of sensor technology and usage-based insurance beyond telematics and the car
- Delve into the new world of connected objects - smart homes, Internet of things, driverless cars - and identify the potential opportunities or to the insurance industry
- Find out which new players are entering the insurance world and the advantage they could have over traditional insurance providers
- The new UBI experience: exploring the benefits of obtaining consumer-driven information

Speakers TBC

3.10-3.30: Balance analytics innovation with consumer consent and privacy laws

- Debate the issues surrounding privacy, security, regulation and infrastructure for new sources of data from smart devices
- Understand the evolving role of “the actuary” with regards to big data and changing regulations
- Geo-locational data, telematics etc. Who owns that data and how can it be used without overstepping boundaries
- Examine the regulation, infrastructure and privacy around UBI/telematics and get predictions on how new regulations could affect the insurance industry

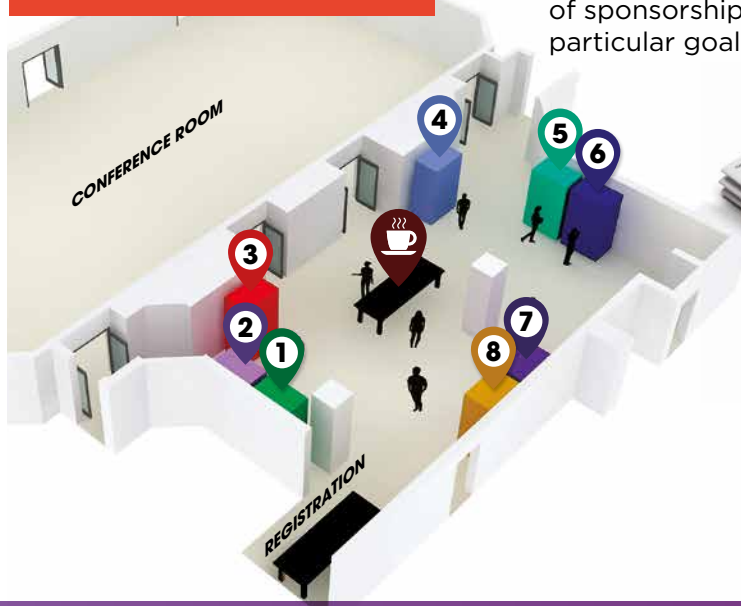
Aaron Brandenburg,
*Economist and Statistical
Information Manager,*
**National Association of
Insurance Commissioners
(NAIC)**



3.30-4.00 SUPERPANEL: Future of Insurance Analytics

SHOWCASE YOUR SOLUTIONS AND SERVICES

Space is limited reserve your booth today!



Analytics for Insurance USA provides you with a remarkable opportunity to showcase your solutions to a host of key potential clients. Ensure your company is represented at the event by choosing from an array of sponsorship options to customize your own package and suit your particular goals.



Get more information by checking out our sponsorship document featuring past event statistics, key attendee info and branding opportunities.

CLICK HERE TO ACCESS

<http://www.analytics-for-insurance.com/usa/docs/spex-brochure.pdf>



Jason Silverman

Director of Business Development
Financial Services & Insurance Division

T: (201) 204 1691 E: jsilverman@fc-bi.com

OTHER INSURANCE EVENTS IN 2015

Customer Analytics & Engagement in Health Insurance

March 25-26 • Chicago

Leading payers, ACO's and providers discuss best strategies for improving customer centricity in healthcare

- ✓ Debate key customer trends with payer, provider and ACO organizations
- ✓ Build data sharing partnerships to understand your customer better
- ✓ Monitor behavior trends to anticipate customer buying decisions
- ✓ Discover new marketing channels to target the right customers at the right time
- ✓ Integrate data from multiple data sources to enrich your subscriber engagement strategy

www.insurance-health-analytics.com

Analytics for Insurance Canada

May 11-12 • Toronto

A customer built event created specifically for the Canadian Insurance Property and Casualty Industry

- ✓ Use multiple data sources to analyze risk and generate dynamic, granular pricing in real-time
- ✓ Deploy analytics and insights to improve targeting and the customer journey
- ✓ Drive operational effectiveness and collaboration by feeding claims data into pricing
- ✓ Minimize fraud by using link analysis, propensity models, text mining and predictive analytics
- ✓ Improve collaboration between carriers and agents/brokers through analytics and insights

www.analytics-for-insurance.com/usa



Learn about our multi-show opportunities to maximize presence across all types of carriers through North America. Contact Jason at jsilverman@fc-bi.com or 201-204-1091 to hear about how you can get involved.

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REGISTER NOW!

Pass Features	PLATINUM PASS <i>Best Value</i>	GOLD PASS <i>Most Popular</i>	SILVER PASS <i>Standard</i>
> 2 day conference pass, networking breaks, lunch and exhibition hall	✓	✓	✓
> Evening drinks reception following Day 1	✓	✓	✓
> Post-event access to slides from 15+ presentations and case studies	✓	✓	
> Post-event media package with audio records	✓	✓	
> FULL access to co-located event (including post-event package), Customer Analytics & Engagement in Health Insurance	✓		

Solutions Providers/Consultants/Other

Early Bird Price - (\$300 off) until Jan 30	\$1995	\$1795	\$1595
Last Chance Price - (\$100 off) until Feb 27	\$2195	\$1995	\$1795
Full Price	\$2295	\$2095	\$1895

Insurance Carriers

Early Bird Price - (\$300 off) until Jan 30	\$1795	\$1595	\$1395
Last Chance Price - (\$100 off) until Feb 27	\$1995	\$1795	\$1595
Full Price	\$2095	\$1895	\$1695

GROUP DISCOUNTS

Why not take advantage of our special group discounts? The more attendees you sign up, the more money your company saves!

Contact us here at 201 204 1694 for more details.

3 Easy & Secure ways to Register!



ONLINE:

secure.firstconf.com/analytics-for-insurance/usa/register.php



CALL:

201 204 1694



EMAIL:

alesia@fc-bi.com

VENUE INFORMATION:

HILTON CHICAGO MAGNIFICENT MILE SUITES

198 E. DELAWARE PLACE, CHICAGO, ILLINOIS,
60611-1719, USA

This downtown Chicago property is located steps from Michigan Avenue, one block from Lake Michigan, and close to everything central Chicago has to offer.

Special room rates are available to all attendees upon event registration

CANCELLATION POLICY

Passes are transferable without any charge. Cancellations after December 26th will incur a 25% administration fee. Cancellations after February 15th 2014 will not be reimbursed. Please note – you must notify FC Business Intelligence in writing of cancellation. All cancellation requests should be emailed to breyes@fc-bic.com. The organizers reserve the right to make changes to the program. All prices displayed are exclusive of VAT unless otherwise stated. VAT will be charged where applicable at the prevailing rate on the invoice date and all the relevant details will appear on the invoice. FC Business Intelligence takes every care to ensure that prices quoted are correct at time of publishing however, bookings will only be accepted if there is no material error in the price advertised on the website.

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