

PROGRAM

2015 Social Media Conference for Financial Services

AUGUST 19–21, 2015 • HYATT REGENCY SAN FRANCISCO • SAN FRANCISCO, CA



Social Media to Social Business

- Connect with industry leaders to share best practices
- Learn about what's next in social media and social business
- Bring back innovative ideas you can start to use right away



2015 social media conference for financial services

Wednesday, August 19

PRE-CONFERENCE EVENT/TOUR — 8:00 A.M. to 2:30 P.M.

Meet at the Conference Registration Desk

- **LINKEDIN** — 7:30 A.M. to 12:00 NOON
- **SALESFORCE** — 1:00 to 2:30 P.M.

Follow @LIMRA_CRS for details

PRE-CONFERENCE SESSION — [EB1] HACK-A-THON — 3:00 to 5:15 P.M.

Market Street Foyer

WORKSHOP — 4:00 to 5:15 P.M.

Grand Ballroom B

- [EB2] *Joining the Twitter Backchannel:
Tapping Into the Power of the Crowd*

RECEPTION WITH EXHIBITORS — 5:30 to 7:00 P.M.

Grand Ballroom Foyer

Thursday, August 20

INSTAGRAM WALK — 6:00 A.M.

Meet at Conference Registration Desk

CONTINENTAL BREAKFAST WITH EXHIBITORS — 7:00 to 8:00 A.M.

Grand Ballroom Foyer

GENERAL SESSIONS — 8:00 to 10:00 A.M.

Grand Ballroom A

- [GS1] *Winning in the Choose Your Own
Adventure Economy*
- [GS2] *Survival of the Fittest: The Rise of the
Omni-Channel Advisor*
- [GS3] *The Hire, Market, Sell Solution for
Your Organization*
- [GS4] *Driving a Marketing Transformation:
Positioning a 164-year-old Brand to
Win in a Consumer-Driven World*

NETWORKING BREAK WITH EXHIBITORS — 10:00 to 10:30 A.M.

Grand Ballroom Foyer

CONCURRENT WORKSHOP SESSIONS — 10:30 to 11:30 A.M.

Grand Ballroom B

- [1.1] *Recruiting Goes Social*

Grand Ballroom C

- [1.2] *Emerging Social Technologies — What's Hot and Not*

- [1.3] *CANCELLED — Data Analytics and Your Social
Media Budget*

Regency A

- [1.4] *Sponsor Showcase — Best Practices for Building a
Strategic Social Business Program: A Fireside Chat
With Corina Roy, MassMutual*

[GS5] 3RD ANNUAL SILVER BOWL AWARDS PRESENTATION — 11:35 A.M. to 12:15 P.M.

Grand Ballroom A

LUNCH WITH EXHIBITORS — 12:15 to 1:15 P.M.

Grand Ballroom Foyer

CONCURRENT WORKSHOP SESSIONS — 1:15 to 2:15 P.M.

Grand Ballroom A

- [2.1] *Social Selling in the Life Insurance Industry:
Creepy or Welcomed?*

Grand Ballroom B

- [2.2] *Social Media and the Customer Experience*

Grand Ballroom C

- [2.3] *Social Media for Independent Distribution*

Regency A

- [2.4] *Sponsor Showcase — Improving Content & Digital
Marketing*

NETWORKING BREAK WITH EXHIBITORS — 2:15 to 2:30 P.M.

Grand Ballroom Foyer

CONCURRENT WORKSHOP SESSIONS — 2:30 to 3:30 P.M.

Grand Ballroom B

[3.1] **Heroes and Villains of Social: Compliance Challenges for a Collaborative World**

Grand Ballroom C

[3.2] **The Evolution of Social Media at New York Life**

Grand Ballroom A

[3.3] **Social Media — An Inside Out View of the Financial Services Industry**

Regency A

[3.4] **Sponsor Showcase: From Social Listening to Social Intelligence**

NETWORKING BREAK WITH EXHIBITORS — 3:30 to 4:00 P.M.

Grand Ballroom Foyer

GENERAL SESSION — 4:00 to 5:00 P.M.

Grand Ballroom A

[GS6] **Social Media and How the Customer Journey Has Changed**

RECEPTION WITH EXHIBITORS — 5:30 to 6:30 P.M.

Grand Ballroom Foyer

Friday, August 21

CONTINENTAL BREAKFAST WITH EXHIBITORS — 7:00 to 8:00 A.M.

Grand Ballroom Foyer

GENERAL SESSION — 8:00 to 9:00 A.M.

Grand Ballroom A

[GS7] **The New Realities: The Three Big Communication Shifts You Can't Afford to Ignore**

NETWORKING WITH EXHIBITORS — 9:00 to 9:30 A.M.

Grand Ballroom Foyer

GENERAL SESSION — 9:30 to 10:15 A.M.

Grand Ballroom A

[GS8] **Dominating the Conversation Softly — How Challengers Enter the Cultural Conversation**

GENERAL SESSION — 10:15 to 11:00 A.M.

Grand Ballroom A

[GS9] **Silver Bowl Success: Learning From the Winners**

ADJOURNMENT — 11:00 A.M.

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