



2018 LIMRA OPEN HOUSE
WORKSHOP DESCRIPTIONS

Wednesday, July 11

1:30 to 2:15 p.m.

1. \$32 Trillion Market! Want a Piece of It?

The opportunity in the retirement market is BIG and getting bigger! Know from this session how you and your organization can position yourselves, strategize, get a fair share of this marketplace, and grow.

Jafor Iqbal, Assistant Vice President, LIMRA Secure Retirement Institute

2. Passionate Engineering: Help Employers Build the Benefits Program of the Future

Companies offer employee benefits for a variety of reasons – some are looking to boost employee morale, while others are aiming to improve job performance and productivity. For a majority of employers, retaining and attracting employees is their number one motivation to offer a benefits package. Offering benefits is a costly investment. How can employers ensure that they are spending their money wisely?

Yuliya Babushkina, Assistant Research Director, Workplace Benefits Research; **Kimberly A. Landry**, Assistant Research Director, Workplace Benefits Research

3. The 2018 Insurance Barometer

Updates and insights from the annual tracking study, on topics including consumer financial attitudes, insurance ownership rates, appeal of simplified underwriting and the importance of social media for financial advisors.

James Scanlon, Senior Research Director

2:30 to 3:15 p.m.

4. Annuity Buyer Trends That Will Keep You Up at Night!

Individual retail annuity products are used to meet many different retirement objectives. Although sales have seen a significant change throughout the years, something interesting is happening when looking at the buyers of annuity products. Join us to learn about sales trends for accumulation and income focused retail annuity products, the similarities and differences in buyers and what we see in the future of annuity sales.

Todd Giesing, Director, LIMRA Secure Retirement Institute; **Teddy Panaitisor**, Analyst, LIMRA Secure Retirement Institute

5. Financial Services Distribution: Separating Fact From Fiction

In an era of information overload, you cannot always trust everything you hear. Some often-cited statistics can be taken out of context and take on a life of their own. Add to that the tendency to search for data that supports a preconceived belief, and it is easy to see how some “facts” can morph into “fiction” over time. This session will examine some commonly held “myths” around the distribution of financial services, and set the record straight on these often misinterpreted facts.

Kathleen Krozel, LLIF, FLMI, ARP, Research Director, Distribution Research; **Laura Murach**, ACS, ALMI, Associate Research Director, Distribution Research

6. Global Best Practices – Training Methodologies: Training Today

Today’s training programs need to be flexible in order to accommodate seemingly boundless technological advances and ever-changing learner preferences. In this session, we will talk about insights from a global examination of trends in training for agency, bancassurance and broker channels. Is the gamification of training paying off? How are companies reaching the most trainees in the classroom? Find out which methods are most effective, and which trends your company should be focused on going forward.

Kristen Gillis, Analyst, International Research; **Larry Hartshorn**, Corporate Vice President, International Research

3:45 – 4:15 p.m.

7. Image Matters

While image isn’t everything – for most industries, including ours – it matters. During this session, LIMRA researchers will share what consumers think of the financial services industry. How does this compare with the desired image? What can companies do individually and collectively to move the needle in the right direction?

Jennifer Douglas, Director, Developmental Research; **Eric T. Sondergeld**, ASA, CFA, Corporate Vice President, Strategic & Technology Research

8. Learning and Development in Action

Worldwide, talent development remains a top priority for company leaders. Key to success is identifying the most effective ways to achieve their learning objectives and business goals. This session will provide a high-level overview of LIMRA and LOMA resources in this area — and how they align with today's critical knowledge, competencies, and strategic perspective. To do so, it will feature engaging previews of how our leading-edge programs present and reinforce core concepts.

Judy Schott, ACS, ALMI, Assistant Vice President, Member Solutions, LOMA; **Wendy Weston, LLIF**, Product Manager, Talent Solutions, LIMRA.

9. Fraudsters Share Information – Shouldn't We?

Fraud is an industry-wide issue, and tackling it requires **cooperation** among companies. The organizations we work for, and each of us, have to be vigilant in order to protect our customers' assets and privacy from fraudsters. Collectively we are losing millions of dollars each year due to fraudulent behavior and our reputation as an industry is on the line. Join us to learn how fraud is evolving, and how member companies, working with LIMRA, LOMA and the Secure Retirement Institute, are developing new ways to detect and prevent fraud. Ultimately, and importantly, this work will help us to keep the promises we make to our customers.

Paul S. Henry, Corporate Vice President and Managing Director, Retirement Clients and Products, LIMRA LOMA Secure Retirement Institute

Thursday, July 12

8:30 to 9:15 a.m.

10. The Purchase Funnel

Insights on individual life insurance shoppers and buyers. Understand how life events, household demographic and buying reasons all impact who will buy what type of life insurance product, and what this information means for industry marketers and distributors.

James Scanlon, Senior Research Director

11. Timing of Retirement

Retirement can start before – or after – workers are ready for it. What are the implications for financial security when retirement timing doesn't match expectations? Is there an opportunity for plan providers to improve participants' future well-being by encouraging them to delay retirement and save more? Join us as we examine the impact of timing on retirement outcomes.

Cecilia Shiner, FSRI, FFSI, ALMI, ACS, Associate Research Director, LIMRA Secure Retirement Institute; **Eugene Noble**, Research Analyst, LIMRA Secure Retirement Institute

12. Distribution Dynamics: Where is the Momentum?

Many forces are impacting advisor practices. These forces are causing advisors to step back and re-evaluate their business models and the value proposition they provide to clients. This session will share results of the LIMRA-EY Advisor study. This survey of advisors across seven insurance, investment, and advisory practice models explores the profiles of today's financial professionals, the drivers of productivity, and the services and support they demand from their organizational partners.

Patrick Leary, LLIF, Corporate Vice President, Distribution Research

9:30 to 10:00 a.m.

13. Don't Look Down: Employees' Understanding of Benefits and Risk

Employees that choose not enroll in nonmedical benefits often claim that they "don't need" the products. How prepared are employees to actually cope with a financial emergency? How well do they understand the benefits they are being offered? Is there any way to improve their understanding? For the answers to these questions and more, come hear the results of LIMRA's latest employee survey.

Kimberly A. Landry, Assistant Research Director, Workplace Benefits Research

14. Harnessing the Power of Data: LIMRA's New Analytics COE

The director of LIMRA's new Center of Excellence for Analytics presents an outline of its purpose, goals, and capabilities, and details its accomplishments in its first year.

Vikram Kamath, Senior Data Scientist and Director of Analytics

15. Managing Customer Experience with Life

Customer experience continues to receive attention as companies strive to incorporate its management into their strategic plans. Given atypical characteristics of life insurance as a product, managing experiences with life customers involves addressing nuances not associated with other product categories. Silverhart will discuss results from a recent company practices study highlighting how life carriers are pursuing the road to customer-centricity. An overview of LIMRA's Customer Experience Model and industry benchmarking program will also be given.

Todd Silverhart, Ph.D, LLIF, Corporate Vice President and Director, Insurance Research

10:15 to 11:00 a.m.

16. The Online Experience: Digital Behaviors of Consumers and Financial Professionals

To be successful, financial services organizations must align their digital strategy with key players in the distribution chain. In addition to providing the right content and experience, those most successful will be online when, where, and how shoppers want. LIMRA research has explored the digital behavior and

interests of both shoppers and financial professionals. Are they in synch? Are financial services organizations meeting the demands of today's digital landscape?

Shannon Havener, Research Analyst, Distribution Research; **Norah Denley**, Assistant Research Director

17. Asia Consumers – Why? They're 2/3rds of the World Population

Asia is going through a rapid demographic transition. Not only is its population ageing, it is ageing at a speed never seen before. LIMRA-SOA jointly commissioned an Asia wide research to study the current state and future opportunity of the retirement markets in Asia. Attendees will hear the products features consumers have identified in the study, providing insight for our Industry to help address the looming retirement funding (public and private) gap. One size does not fit all, the right products, for the right products segment, through the right channels will also be unveiled.

Larry Hartshorn, Corporate Vice President, International Research

18. Individual Life Update

How are individual life sales doing so far in 2018 and what do growth expectations for the future look like? How did/might the tax law changes passed at the end of 2017 impact individual life markets? Indexed universal life products are complicated right? But how much variation is there really in company index accounts? Are life/LTC/CI combination products still growing at a double-digit pace? Learn about past and future trends in the individual life market, which are the hot products and why, and what issues LIMRA is monitoring for the future.

Ashley Durham, Assistant Research Director; **Karen Terry, FLMI**, Assistant Managing Director, Insurance Research

11:15 a.m. to 12 noon

19. The State Of Combination Products: New Solutions to an Old Problem

Seven in 10 consumers feel that most people need long-term care insurance, yet individual long-term care insurance sales are deteriorating. However, sales of individual combination products have grown in recent years. Could they be the answer? This session will uncover the current and future environment for combination products, and explore the breadth and depth of product features currently available. Could some new thinking address an old problem? Our findings are based on a recently completed study conducted jointly by LIMRA and EY.

Scott Kallenbach, FLMI, Research Director; **Elaine F. Tumicki, CLU, ChFC, LLIF**, Corporate Vice President, Insurance Research, Product

20. Emerging Technologies Around the Globe

Explore the challenges and opportunities with emerging technologies across the globe, and where executives predict the areas of greatest impact for the financial services industry will be.

Norah Denley, Assistant Research Director; **Kristen Gillis**, Analyst, International Research

21. Income Options in Defined Contribution Retirement Plans

Accumulating assets is only half of the puzzle for retirees in a defined contribution (DC) world; generating a stream of income from these assets once they have retired can be an equally important concern, but the market has yet to embrace any in-plan solutions that clearly accomplish this goal. Is the right tool or product already out there? Come hear an overview of various income options offered within DC retirement plans, including what advisers think of them, how their popularity has fluctuated over time, and which new options are drawing the most attention.

Mark Paracer, Assistant Research Director, LIMRA Secure Retirement Institute; **Ryan Scanlon**, Associate Research Analyst, LIMRA Secure Retirement Institute

Adjournment – 12 noon