



*Reserve your spot today —
Prices increase 17 October!*

2016 ASIA DISTRIBUTION CONFERENCE

The Advisor of the Future

17 – 18 NOVEMBER, 2016 • ROYAL ORCHID SHERATON HOTEL & TOWERS • BANGKOK, THAILAND

Attend presentations applicable to all distribution channels to learn how fellow executives are:

- Engaging Gen Y consumers and sales candidates
- Growing sales with social media
- Shifting to independent agent models
- Successfully launching omnichannel sales
- Innovating health and wellness programs

To learn more and register, visit: www.limra.com/asiadistribution or www.loma.org/asiadistribution



2016 ASIA DISTRIBUTION CONFERENCE

The Advisor of the Future

Powerful forces of change are causing major shifts in key areas that define and shape distribution. Now is the time to proactively revisit your view of distribution and ask:

What does the advisor of the future look like?

The 2016 Asia Distribution Conference will focus on how you can capitalize on today's opportunities and consumers' preference for omnichannel access. Industry experts, top distribution professionals, and highly energized inspirational speakers will help you to re-think, re-imagine, and re-define distribution. Presentations and panel discussions will address crucial issues, such as:

- Understanding Gen Y
- Building an agency from the ground up
- Developing Top Talent
- Agency cost models
- Changing regulations for agents to become independent
- How banks and insurers can better work together
- Elevating Advisor Quality and Productivity
- AI in Insurance
- Staying relevant in the digital age
- New-market development

Register today so you will be ready to engage *The Advisor of the Future!*

MEETING SCHEDULE

Thursday, 17 November

- 7:30 to 5:00 — Registration
- 8:30 to 9:00 — Conference Welcome
- 9:00 to 10:00 — Opening Keynote Speaker
- 10:00 to 10:30 — Networking Break
Sponsored by: 
- 10:30 to 11:15 — Building an Agency From the Ground Up
- 11:15 to 12:00 — Developing Top Agency Managers
- 12:00 to 12:30 — The Shift Towards Independent Agent Models
- 12:30 to 13:30 — Lunch
Sponsored by: 
- 13:30 to 14:15 — A Successful Omnichannel Sales Approach
- 14:15 to 15:15 — Bank-Insurer Collaboration Success Models
- 15:15 to 15:45 — Networking Break
- 15:45 to 17:00 — Panel: Elevating Advisor Quality and Productivity
- 17:00 to 18:30 — Evening Reception & Dinner Cruise

Friday, 18 November

- 8:00 — Registration Reopens
- 8:45 to 9:00 — Welcome Back
- 9:00 to 9:45 — AI in Insurance
- 9:45 to 10:30 — Managing the Future: Insurance Regulation
- 10:30 to 11:00 — Networking Break
- 11:00 to 12:30 — Panel: The Digital Advisor Journey
- 12:30 to 13:30 — Lunch
Sponsored by: 
- 13:30 to 14:30 — Health & Wellness Innovations
- 14:30 to 15:30 — Social Selling: Growing Sales With Social Media

Featured Presentations

OPENING KEYNOTE

The Consumer of 2023



SCOTT BALES
Futurist & Innovator

Scott Bales thrives on the intersection between cultural and behavioral change in the face of technology innovations. Previously Chief Mobile Officer for Moven, the world's first-ever digital everyday bank, he has successfully meshed his fascination with people and what motivates them with a raw enthusiasm for technology.

Scott has worked with insurance and reinsurance companies on their innovation agendas and understands the challenges our industry faces — especially in distribution. He recognizes that an insurer's dependency on agency and bancassurance means they have only a second-tier relationship with policy holders. He knows that Google's and WeChat's recent acquisition of broker licenses means they plan to further disrupt insurance distribution. But out of challenge comes opportunity! Scott is on a mobile technology mission to transform mainstream thought processing around conventional business practices and help companies reengineer their products to better suit the Consumer of 2023.

CLOSING KEYNOTE



ERIC TIAN
Former Director of Marketing & Partnerships WeChat & Director of Marketing, Nice (the "Instagram of China")

Respected marketing executive Eric Tian recently joined Nice, where he leads marketing, public relations, sales, and trade for Nice, the most popular photo social app in China. Eric joined Nice from WeChat, where he led highly-visible marketing efforts and partnerships, including the NBA, LinkedIn, Coca-Cola, eBay, Chanel, Cisco, and the CCTV Lunar New Year's Gala. Eric previously worked at Nike, where he led brand marketing for their basketball, Jordan, and training lines. He began his career with Li-Ning Sports Goods in Beijing before becoming a senior product manager at their office in Portland, USA.

Executive Panel: Elevating Advisor Quality and Productivity



JOE CHENG
Chief Executive Officer, Group Agency Distribution AIA Group



ANDY KHOO
Managing Director, The Centre for International Assessment and Development LIMRA



MICHAEL SHIN
CEO, RGA Korea and CMO, Asia RGA Reinsurance Company Korea Branch



MARC BALOCH, Moderator
Associate Partner (APAC) Marlin Hawk

This panel presentation will be a multi-perspective showcase of what insurers and banks are doing to develop and grow their advisors. Discussion items will include how to develop an MDRT culture, trustworthy selling techniques, and various training initiatives that can help advisors add value to their sales approach and excel in the areas of productivity, retention, case size, and professionalism.

Managing the Future: Insurance Regulation



JONATHAN GOACHER
Head of Corporate Insurance, South-East Asia Kennedys Legal Solutions

Staying on top of new regulations and regulatory trends is critical in determining how an organisation can develop business and innovate. This session will consider where regulatory trends on distribution are headed and provide insights on what the future focus of regulators and lawmakers could be."

Featured Presentations

Executive Panel: The Digital Advisor Journey



JASON SUEN
*Director, Global Customer Success
Hearsay Social*



JOHN HUYNH
*Head of Delivery & Services
EAB Systems*



MANGESH VAITLA
*Co-Founder
C2L BIZ Solutions*



HUGH TERRY, Moderator
*Founder
The Digital Insurer*

Gone are the days when simply providing policies was enough. The world has gone digital, and social and mobile technology has changed consumer expectations as well as how advisors interact with them. This group of executives will share what they are doing to help advisors respond to these marketplace changes, modifying product designs, implementing big data and relationship building tools, and ways using these digital disruptions to drive customer centricity.

The Shift towards Independent Agent Models



IAN WATTS
*Senior Vice President & Managing Director,
International Operations
LIMRA and LOMA*

Ian Watts will discuss key differences between today's GA and managerial distribution systems, then explore:

- Data trends for GA and managerial systems
- Changing regulations for agents to become independent
- Elements of field management compensation
- GA company practices

Developing Top Agency Managers



MARCUS WONG
*Senior District Director
AIA HK*

This session will present a field perspective on the challenges and opportunities of developing top agency managers. Marcus Wong, a Senior District Director with a force of over 300 agents, will explain how he has built up a successful infrastructure to manage and coach his team to become premier agents. He will also identify how AIA has supported him from the home office to ensure he had the skills and tools that were necessary to build up such a successful career.

Bank-Insurer Collaboration Success Models: The Necessary "Velocity" for a Competitive Edge



FABIAN NG
*Executive Director, Regional Bancassurance
DBS Bank*

While bancassurance has steadily gained market share, challenges remain in sustaining productivity gains and deploying technology to help. As more customers prefer online and mobile, branch walk-in volume will continue to decline and banks must rethink their campaign design and execution strategies to ensure they are supplying the salesforce with enough quality leads. Against this backdrop, banks must also deal with the continuous challenges of recruitment, training, and exceeding customer expectation. Join this session to understand why all these items make it more important than ever for banks and insurers to collaborate to achieve the "velocity" needed for a competitive edge.

Featured Presentations

Building an Agency From the Ground Up



JAMES DELONG, LUTCF, CLTC
*Regional Director, Agency & Broker
Distribution, Asia
Ageas Insurance International*

What is the most effective way to grow a new agency to generate expected revenue? What types of modifications must be made to existing models to work in other markets? Join this session to hear firsthand how Ageas Insurance International has successfully entered into new markets, inclusive of the process they follow, notable challenges and surprises they have encountered along the way, and the lessons learned once everything was complete and they were able to review and reflect on the results.

A Successful Omnichannel Sales Approach

This practical case study presentation will provide an inside look on how to successfully manage an omnichannel sales approach. Areas of discussion will include lead generation, revenue share models, and exactly how roboadvisors might fit into the future of sales. Attendees will leave with a better sense of how to manage an omnichannel approach, while still providing excellent customer service.

AI in Insurance

How will artificial intelligence impact the way the advisor of the future does business, and what does that mean to you and your company? This discussion will cover how AI can be used to improve efficiency, effectiveness, and risk assessment to speed up the sales process and increase customer satisfaction.

Health & Wellness Innovations



TERRENCE CUMMINGS
*Regional Director of Business Development
& Regional CEO
AIA Company Limited*

Terry Cummings will join us to review key advancements and innovations related to health, wellness, and disease prevention. He will explore technologies that make it easier than ever to do business and increase customer engagement. Terry will also share his thoughts on what to expect next — in the near and long term future.

Join us for a Dinner Cruise!



All registered participants are welcome to join us for a Dinner Cruise on Thursday evening, 17 November, following the conference sessions. Spend the evening discussing the sessions from earlier in the day, mingling with other attendees, and enjoying dinner and drinks as we cruise down the Chao Phraya River.

More topics and speakers are still being confirmed!

Please visit www.limra.com/asiadistribution or www.loma.org/asiadistribution to view the latest agenda updates, learn about the speakers, download special resources, and register online.

Registration and Hotel Details

REGISTRATION INFORMATION

Register on or before 17 October and SAVE!

LIMRA or LOMA members: US \$1,095

Nonmembers: US \$1,595

Spouse/Guest: US \$99

Register after 17 October:

LIMRA or LOMA Members: US \$1,195

Nonmembers: US \$1,695

Spouse/Guest: US \$99

MULTIPLE REGISTRATION DISCOUNT & DAY PASSES AVAILABLE

For every five participants your company enrolls, you will receive a sixth registration for free. Please contact Ms. Trish Sasso at psasso@limra.com for more information on multiple registration discounts and day pass rates.

TO REGISTER

Visit www.limra.com/asiadistribution or www.loma.org/asiadistribution and click the "Register" button.

LANGUAGE

This meeting will be presented in English. Interpretation will be offered into Mandarin, Korean, and Japanese if requested by 16 or more people.

FOR MORE INFORMATION

Contact Ms. Trish Sasso at psasso@limra.com or +1.860.298.3963

HOTEL INFORMATION



Royal Orchid Sheraton Hotel & Towers

2 Charoen Krung Road

Soi 30 Captain Bush Lane

Siphaya, Bangkok 10550, Thailand

Telephone: +66.2266.0123

Make your hotel reservations under the 2016 LIMRA-LOMA Asia Distribution Conference group block to receive the nightly group rate of*:

- Deluxe River View Room — THB 5,200 (Single)/ THB 5,800 (Double)
- Club Executive Room — THB 7,700 (Single)/ THB 8,700 (Double)

**Rates include a 10% service charge and government tax.*

These rates apply to reservations made by **14 October, 2016**, and are available three nights prior to and three nights after the conference dates. Check in time is 15:00 hours (3:00 p.m.) and check out time is 12:00 noon.

To make hotel reservations:

- **Online:** Book online at the special group reservation page, <https://www.starwoodmeeting.com/events/start.action?id=1602122354&key=297059DE>

Convince Your Boss

If you need to write a letter or email describing why you should attend the 2016 Asia Distribution Conference, feel free to use text from this letter to help you get started. Just customize the text in red and edit as needed! This text can also be downloaded from the conference website: www.limra.com/asiadistribution

[Date]

Dear [Boss's Name],

I recently received information about the **2016 LIMRA LOMA Asia Distribution Conference** and am interested in getting approval to register and attend. The agenda topics are very much in line with areas in which we want to stay competitive, and I think this would be a great opportunity to receive research, best practices, and tactical advice from global industry experts.

The conference will be held in Bangkok this 17-18 November, and as an attendee I will have access to 2 days of sessions, panel discussions, and networking opportunities, as well as copies of the presentations to refer back to after returning home. All of the presentations will encompass the theme of **"The Advisor of the Future"** and include information on:

- Understanding Gen Y
- Building an Agency from the Ground Up
- Developing Potential Leader Agents
- Independent Agent Models and Developing the GA Channel
- Social Selling
- Omnichannel Sales
- Bank Operating Models
- Future Governance Issues
- Elevating the Level of Your Advisor
- AI in Insurance
- Staying Relevant in the Digital Age
- Health & Wellness Innovations

The registration fee is US\$1,095 (or US\$1,596 for nonmembers) if I register before 17 October, and:

1) There would be no other costs involved because the conference fee includes daily meals and materials or 2) additional travel expenses would be approximately _____, based on the following expense breakdown:

Conference Ticket	_____
Airfare	_____
Transportation	_____
Hotel	_____
Meals	_____
Total expense request	_____

I would be happy to write a post-conference report detailing what I learned and will also be sure to share the session PowerPoints and insights across our team and organization.

Please feel free to let me know if you have any questions or require additional information before making a decision on whether to approve this request. I am confident there will be significant return for our investment, and am hopeful you will agree!

Thank you for your consideration.

[Your Name]

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SUJOY GHOSH, Regional Head of Partnerships, Allianz Group

MARC BALOCH, Associate Partner APAC – Financial Services, Marlin Hawk

SARAYUD TINAKORN NA AYUDHAYA, Chief Agency Officer, Muang Thai

Assurance Public Company Limited

We look forward to greeting you and your team in Thailand!