



August 9-11, 2015 • Hotel Las Américas Resort • Cartagena de Indias, Colombia

The 2015 LIMRA-LOMA Latin American Conference will be held August 9-11 at the Hotel Las Américas Resort in the magical city of Cartagena de Indias, Colombia. An elite roster of speakers is currently being assembled to bring together industry experts and global leaders to share top strategies and identify the elements of success needed to differentiate in a competitive market.

Schedule at a Glance

Sunday, August 9	
9:00 a.m. - 5:00 p.m.	Optional Tours
4:00 – 6:30 p.m.	Registration
7:00 – 10:00 p.m.	Welcome Reception
Monday, August 10	
7:30 a.m. – 5:00 p.m.	Registration
8:45 – 9:15 a.m.	Welcome & Opening Remarks
9:15 – 10:15 a.m.	Opening Keynote
10:15 – 10:45 a.m.	Networking Break
10:45 – 12:45 9.m.	General Sessions
12:45 – 1:00 p.m.	Top Agent Awards
1:00 – 2:15 p.m.	Lunch
2:15 – 3:15 p.m.	General Session
3:15 – 3:45 p.m.	Networking Break
3:45 – 4:45 p.m.	General Session
Tuesday, August 11	
8:45 – 9:00 a.m.	Welcome Back
9:00 – 11:00 a.m.	General Sessions
11:00 – 11:30 a.m.	Networking Break
11:30 a.m. – 12:30 p.m.	General Sessions
12:30 – 1:45 p.m.	Lunch
1:45 – 3:45 p.m.	General Sessions
3:45 – 4:00 p.m.	Networking Break
4:00 – 5:00 p.m.	Closing Keynote Speaker
7:30 p.m.	Closing Party

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

Closing Keynote Speaker



José Antonio Ocampo

Former Undersecretary for Economic and Social Affairs (2003 - 2007)

Renowned Colombian economist José Antonio Ocampo combines a rare mix of skills and experience in both academia and high-level political responsibilities at global, regional and national levels. José Antonio Ocampo has served as Minister of Finance and Public Credit of Colombia, Minister of Agriculture, Director of the National Planning Department, Director of Colombia's main think-tanks on economic issues Fedesarrollo and the Center for Economic Development Studies CEDE, Professor of Economics at Universidad de los Andes, and Professor of Economic History at Universidad Nacional.

From 2003 – 2007 José Antonio Ocampo also served as the United Nations' Undersecretary-General for Economic and Social Affairs, producing a wide range of research and analytical work on development issues, leading the follow-up to major summits and conferences and providing substantive and organizational support to the United Nation's Economic and Social Council ECOSOC and General Assembly. He chaired the organization's Executive Committee on Economic and Social Affairs and served as Executive Secretary of the Economic Commission for Latin America and the Caribbean ECLAC.

Since 2007, Ocampo has been a Professor at the School of International Affairs and Fellow of the Committee on Global Thought at Columbia University, and has authored/edited over 30 books, directed more than 20 institutional reports, and published over 200 scholarly articles on macroeconomic theory and policy, international financial issues, economic development, international trade, and Colombian and Latin American economic history. His most recent book "Stability with Growth: macroeconomics, liberalization and development", was co-authored by Nobel Prize winner Joseph Stiglitz. José Antonio Ocampo holds degrees in Economics and Sociology from the University of Notre Dame and a Ph.D in Economics from Yale University. He has been a visiting Professor at Cambridge, Oxford and Yale, and has received a number of personal honors and distinctions including the Alejandro Angel Escobar Science Award.

FEATURED PRESENTATIONS

Industry Trends: Current Successes, Future Opportunities

Robert A. Kerzner, President and CEO

LIMRA, LOMA, and LL Global, Inc.

LIMRA and LOMA CEO Bob Kerzner will offer his perspective on the current state of the industry, providing insights on some innovative practices taking place throughout the industry in Latin American and across the globe leveraging technology, big data, predictive analytics and social media.

Moving Insurance Giants to the Forefront of Digital Technology

Rohit G. Mull, Head of Digital, Global Consumer Insurance

AIG

Building from his experience working at some of the most recognizable brand name companies, Rohit will outline how large, legacy insurance businesses can stay ahead of the latest digital technology trends. His session will include strategic approaches on how to best adopt and embrace this new channel, as well as how to turn implementation challenges into agile opportunities.

Pensions and Annuities in the Latin American Market

Jorge Claude Bourdel, Executive Vice President

Asociación de Aseguradores de Chile A.G.

The aging population of Latin America brings with it both risks and opportunities to insurance companies in the region. In addition to identifying where these opportunities and risks lie, this session will also offer ideas for potential new product offerings to complement current pension plans, as well as offer suggestions on ways to help improve the quality of life for retirees.

Tele-Underwriting and Automated Underwriting Systems: A New Age for Life Insurance

José Luis Hornos, CEO

Scor Telemed

Tele-Underwriting processes are now widely used in many countries all over the world due to their advantages, but these techniques are evolving continuously. The use of newest technology and the Big Data offer to insurance companies new opportunities to create products and optimize internal procedures. The most advanced companies are re-positioning the underwriting function as part of the marketing/commercial area to better know and serve their customers.

Latin American Life Market Assessment

Hernán Poblete Miranda, Director Ejecutivo

IMR

Following the recent completion of the Latin American Life Market Assessment study (jointly commissioned by LIMRA and Fasescolda), Hernan will outline strategic and tactical recommendations on future product strategy for the Latin American market.

Unleashed Leadership - Why creating a culture that encourages boldness will ultimately reap tremendous rewards for you

Dan Weedin, Toro Consulting, Inc.

Leadership has always been a buzzword in management circles and executive boardrooms. That being said, the definition and style of leadership is shifting in the 21st century. Leaders today must be collaborative, be able to communicate, and be able to build a culture that enhances morale, improves production, and assures sustainability and growth. Unleashed Leadership is focused on “unleashing” the potential of your people to maximize their talents and in turn help the organization thrive. This program will give you the strategy and tactics; the art and the science; of doing that quickly, effectively, and with remarkable results.

Motivation through Coaching, Art and Humor

Luis Gumucio, Subgerente de Recursos Humanos

Ohio National Seguros de Vida S.A. Chile

Staying true to his style, Luis will deliver an upbeat session that outlines notable factors for motivating teams and helping to create a sense of belonging. Using examples from music, poetry and painting, Luis will illustrate how these key factors can be influenced through art, leading to better teamwork, more participation, and a reinforcement of core values.

A Tradition of Innovation: Mongeral Aegon's Digital Story

Nuno David, Chief Marketing Officer, Mongeral Aegon Seguros e Previdência S.A.

Rafael Rosas, Superintendent of Direct Marketing, Mongeral Aegon Seguros e Previdência S.A.

Mongeral Aegon's entrepreneurial spirit and mission has gained them recognition as a market leader in innovation and technology. In September of 2013 this forward thinking initiative led them to launch the first Brazilian online store for life insurance and pension plans where the entire shopping process is completed entirely online. Their strategy has since expanded to help integrate more traditional channels into this digital reality, helping to create a strong synergy throughout the company. This session will outline how they were able to build up their multi-channel model to have an all encompassing digital inclusion without any channel competition.

The Elements of a Successful Life Insurance Career

Mark Wallis, Managing Director, International Business Development

LIMRA & LOMA

In this presentation, Mark Wallis will address the fundamental habits that lead to a successful Life Insurance Career. Drawing on over 30 years of industry experience from around the globe, Mark's tried and true methods will help both old and new agents alike to focus on the key aspects that lead to a successful career. Elements of the session will include:

- ✓ Being a Winner
- ✓ Habits - the common denominator of success
- ✓ In Business for yourself not by yourself
- ✓ Prospecting
- ✓ Cross selling Your book of Business
- ✓ Annual reviews
- ✓ Annual planning
- ✓ Goal setting
- ✓ Ten Principles of Success

Sales Stars Recognition Program

The best way to reward your managers, directors and producers is to give them the opportunity to qualify to participate in this premier industry event. The conference will include a special recognition program for top agents, with participation of Bob Kerzner, Chairman and CEO of LIMRA, LOMA and LL Global, Inc, to recognize your top sales teams for striving for excellence and achieving their goals. And, if you include us in your incentive plans, you will receive a free registration for every 5 paid entries to the event. Mark your calendar and plan to join us with your stars leaders to enjoy a unique and magical experience in Cartagena!

Please be sure to check the website at www.limra.com/latinamericanconf for updates on speakers and topics as they are confirmed!

CONFERENCE INFORMATION

Hotel Las Americas Resort, Spa & Centro de Convenciones, Cartagena de Indias, Colombia

Make your reservations by July 10, 2015 and mention the LIMRA-LOMA Latin American Conference in order to receive the group rate of US\$264 (single) or US\$304 (double) per night (plus applicable taxes). Requests after July 10, 2015 will be accepted on space availability. The group guest room rate will be offered three days prior and three days after the meeting dates and subject to availability of rooms at the time of your reservation. Reservations must be guaranteed with a major credit card. The group rate includes internet in the guest rooms as well as daily meals served at the hotel.

To Make Reservations:

- Online: Visit <https://reservas.hotellasamericas.com.co/grupos/la/EN/?codigo=1506> and use the Group Code: 1506
- Phone: Contact the hotel at (57-6) 6723344 (Option 4) and mention the LIMRA LOMA Conference or Code 1506

Languages

This event will be presented in Spanish, English, and Portuguese. Interpretation services will be offered into Spanish, English, and Portuguese at no additional charge.

Registration Information - Register before July 10, 2015 and Save!

LIMRA or LOMA Members: US \$995

Nonmembers: US \$1,490

Register after July 10, 2015

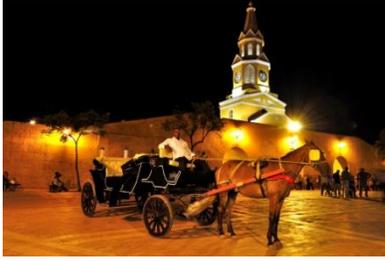
LIMRA or LOMA Members: US \$1,095

Nonmembers: US \$1,590

Multiple Registration Discount! Members of LIMRA or LOMA receive one free registration for every five paid registrations.

For more information: Megan Schwartz, +1 860-298-3929, mschwartz@limra.com

Optional Activities & Tours



Horse Carriage Ride

Experience a joyful and romantic horse drawn carriage ride in Cartagena. Visit the Historic Walled City, modern Bocagrande, Laguito, Bay of Cartagena, San Felipe Fort.



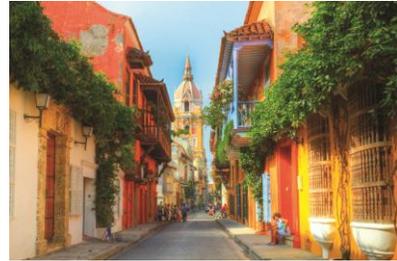
Rosario Island Boat Ride

Cross the Cartagena Bay and ending at the beautiful Rosario Islands, where you will arrive at San Pedro de Majagua Island and enjoy a typical lunch of coconut rice, fried fish, banana chips, salad and beverage, and fruit buffet.



Shopping Tour

Tour around the old city where you can visit exclusive shops such as the Cano Gallery, Jewelry Caribbean, Gabi Arenas and boutiques of famous designers such as Ketty Tinoco, Beatriz Camacho, and Silvia Tcherassi.



Walking Tours in the walled city

Explore the magical walled city, a construction that took 194 years to be completed and enabled Cartagena to defend itself from the attacks from pirates. The Spanish colonial architecture is one of the most impressive and best preserved in South America with its imposing merchant's houses, narrow streets, flower bedecked balconies, stunning civic buildings and beautiful churches. The city is dotted with many squares and public spaces which are now home to sidewalk cafés and restaurants where Colombians and visitors relax and enjoy the magic of this amazing city.



Cueva del Manglar

The Cueva del Manglar offers ecological rides through the mangroves of the Ciénaga de la Virgen, where a great diversity of birds such as the Fishing Martin, white and blue herons, pink spoonbills, pelicans, fishing eagles, and many others can be seen. You will be able to observe beautiful fish, hummingbirds and iguanas, while observing the beauty of the landscape, the fauna and the birds which together with the mangrove create a relaxing ecological atmosphere away from the noise of the cities.

Visit the event website for more pricing, reservation instructions, and additional details on these tours and more!

CONFERENCE REGISTRATION FORM

2015 LIMRA/LOMA Latin American Conference August 9-11, 2015 — Hotel Las Americas Resort, Cartagena de Indias, Colombia To Register Online — www.limra.com/events

Company _____

Last name/Family name _____

First name/Given name _____

MI _____

Name for badge _____

Spouse/Guest (if attending) _____

Title _____

Address _____

City _____

State/Province _____

Country _____

Postal code _____

Phone () _____

Ext. _____

Email _____

Please provide a cell phone number in the event we must contact you regarding any urgent last minute conference changes: _____

Do you have any dietary restrictions? _____

Is this your first LIMRA-LOMA Latin American Conference?

Yes No

Registration Fees* (U.S. Funds)

Register by July 10, 2015

LIMRA or LOMA Member - \$995

\$ _____

Nonmember - \$1,490

\$ _____

Register after July 10, 2015

LIMRA or LOMA Member - \$1,095

\$ _____

Nonmember - \$1,590

\$ _____

Spouse/Guest - \$149 (see details)

\$ _____

CT employees add CT 6.35% sales tax

\$ _____

Total

\$ _____

*LIMRA requires prepayment of registration fees.

Please fax or mail this form to:

LIMRA

Attn: Events Registration

300 Day Hill Road

Windsor, CT 06095, U.S.A.

Fax: 860.285.7792

Email: customer.service@limra.com

For more information contact:

Joan O'Neil

Tel: +1.860.285.7741

Email: joneil@limra.com

Method of Payment

Check enclosed (payable to LIMRA in U.S. funds drawn on a bank in the United States)

Credit card (check one):

MasterCard VISA Discover AMEX Diners

Card number _____

Exp. date _____

CVV

(3- or 4-digit security code) located on the back of MC, VISA, Discover, Diners, and on the front of AMEX



3-digit security code



4-digit security code

Signature _____

Credit card billing address if different from above:

Address _____

City, state, zip _____

For information on wire transfers, please email customer.service@limra.com

Advance Attendee List

LIMRA/LOMA provides an advance attendee list to each Exhibitor and Sponsor registered for this conference. These vendors offer unique solutions and specialized expertise for our industry, and LIMRA/LOMA limits their use of the advance list to one time in conjunction with this event. Full **Privacy Policy** is viewable at www.limra.com.

May we include your email address on the advance attendee listing? Yes No

Interpretation Services

This event will be presented in Spanish. Interpretation into English and Portuguese will be offered at no additional cost.

Will you require interpretation equipment? Yes No

Cancellation Policy

All cancellations must be received in writing. Cancellations received before July 10, 2015, will be refunded, less a \$75 processing fee. Cancellations received from July 10, 2015, to July 24, 2015, will be refunded, less a \$275 processing and administrative fee. No refunds will be issued after July 24, 2015. Email customer.service@limra.com or fax to +1.860.285.7792.

In the event that a scheduled meeting or event is cancelled by LIMRA/LOMA for any reason, LIMRA/LOMA shall refund any conference registration fees that have been paid by the registrant. Under no circumstances, however, shall LIMRA/LOMA be liable to the registrant for any other expenses including, but not limited to, airfare and hotel expenses incurred by the registrant.

Spouses/Guest

A registration fee of \$149 is available to spouses and guests of registered attendees. Individuals in an industry-related position, co-workers, or associates do not qualify. We invite spouses/guests to participate in the event's food and social functions and ask that they wear their badge to these events. Participation in the general sessions and workshops is limited to those who have paid the full registration fee to attend the conference.

For LIMRA Use

Registration number _____

Date received _____

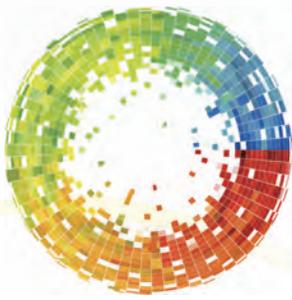
Company number _____

Registrant number _____

Amount received _____

15LAC





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Presidente

GONZALO ALBERTO PEREZ ROJAS — Seguros Suramericana S.A.

Miembros

DAVID GILBERTO SARMIENTO DIAZ — Allianz Seguros

CARLOS VARELA — Fasecolda

CATALINA PRIETO DIAGO — Mapfre Colombia Vida Seguros S.A.

SANTIAGO OSORIO FALLA — Metlife Colombia Seguros de Vida, S.A.

OSMAR NAVARINI — Mongeral Aegon Seguros e Previdencia S/A

IGNACIO MONTES — Ohio National Seguros de Vida, S.A.

MAURICIO GAVIRIA SCHLESINGER — Positva Compania de Seguros S.A.

CAMILO HERNANDEZ — Seguros Bolivar

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MARLEN ELVIRA SEGURA — LIMRA LOMA