

Asia Distribution Conference

17 - 18 May, 2018

Shangri-La Hotel, Bangkok, Thailand

Conference 2018

PROGRAM



2020 Vision:
The Future of CX





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Conference

Program

THURSDAY, 17 MAY

7:45 – 8:45 — COFFEE & REGISTRATION

Grand Ballroom Foyer

8:45 – 9:15 — WELCOME AND OPENING REMARKS

Grand Ballroom



DR. SUTHIPHON THAVECHAIYAGARN

Secretary-General and
Insurance Commissioner
Office of Insurance Commission, Thailand



NUSARA (ASSAKUL) BANYATPIYAPHOD

President
Thai Life Assurance Association



IAN WATTS

Senior Vice President and
Managing Director,
International Operations
LIMRA and LOMA

9:15 – 10:00 — VISION AND TRANSFORMATION: DISTRIBUTION IN A TIME OF DISRUPTION

Grand Ballroom



ALISON SALKA, Ph.D.

Senior Vice President and Director of Research
LIMRA

The convergence of economic, technology, and consumer forces is changing the insurance industry. Advances in technology, a growing middle class, and the rise of Millennials have all raised customer expectations. Insurance companies and advisors must be prepared to meet these expectations with a high-performing, customer-centric culture. Delivering profitable growth will require an alignment of products, distribution, and services. They need to reflect consumer needs as well as consumers' preferred methods of gathering information, receiving advice, and purchasing products. This presentation will cover LIMRA research on markets, trends, and advisor practices that will provide insight into growing sales and customer satisfaction.

10:00 – 10:30 — NETWORKING BREAK

10:30 – 11:15 — REGULATORY TRANSFORMATION AND THE FUTURE OF CX

Grand Ballroom



DR. SUTHIPHON THAVECHAIYAGARN

Secretary-General and
Insurance Commissioner
Office of Insurance Commission, Thailand

Dr. Thavechaiyagarn will share insights on how he manages his role as an insurance regulator in an environment full of disruption. He will discuss how he believes regulators can protect public interest today while still preparing and adapting for the future of tomorrow, as well as whether or not he thinks it is possible for regulatory supervision to support, not hinder these new innovations.

11:15 – 12:15 — BLOCKCHAIN APPLICATIONS FOR CITIES, BANKS, AND INSURERS

Grand Ballroom



PAUL SCHULTE

Founder and CEO
Schulte Research

The applications for blockchain technology are coming fast and furious, with China taking the global lead. This revolution, which has come as a response to archaic, decades-old systems, will change everything. In his presentation, Paul will discuss the overall goal of blockchain and distributed ledger technology, as well as:

- The evolution of niche banking, customer relationships, and blockchain case studies
- Insurance pilot projects, with an emphasis on Zhong An
- Europe's smart cities
- Japan's J-coin

12:15 – 13:15 — LUNCH

Volli Ristorante, Lobby Level

13:15 – 13:20 — SESSION CHANGE



13:20 – 14:10 — CONCURRENT SESSIONS

****Please note that only sessions located in the Grand Ballroom will have interpretation.**

1A. Bricks to Clicks: Reinventing Bancassurance for the Digital Generation

The Study



PATRICK VAN HEERDE

*Head of Partnership Management
AIA Thailand*

Bancassurance today has evolved into a very significant channel mutually benefitting insurers & bankers. Insurers have benefitted by way of increasing penetration and market share and bankers have benefitted by augmenting their fee income and offsetting the volatility of interest income. However, advancements in technology have given rise to a new era of information, connectivity, and buying behavior at the consumers' fingertips. Disruption of the traditional bancassurance model is inevitable and in order to stay ahead, organizations must adapt.

1B. The Future of Salesforce Training

Valley



ANDY KHOO, ACS, AIAA, CFP, FLMI, LLIF, MBA

*Managing Director, LIMRA Talent
Solutions International
LIMRA*

Digital innovation is driving big changes in the organizational learning and development field. What will training look like in the workplace of the future? And how can companies stay ahead of the curve to ensure they are keeping up with the competition? Andy Khoo will present findings from a recent LIMRA survey on training methodologies in our industry, along with how companies can begin to adapt their programs to incorporate new tools like simulations and online interactive courses.

1C. Predictive Analytics: The Key to Unlocking Sales, Profitability, and the Customer Experience

Grand Ballroom



R. DALE HALL, FSA, MAAA, CERA, CFA

*Managing Director of Research
Society of Actuaries*



TOMMY PICHET, FSA, FIA, FRM, FSAT

*Managing Director
Actuarial Business Solutions*

Insurance companies are currently witnessing an exponential growth in data available on consumer behavior and customer decisions, and new types of analysis methods are appearing every day. How does this vast sea of "big data" get digested in order for insurance companies to use this information for better business decisions? Background on this new wave of actuarial data analysis will be covered, and attendees will see examples of how these methods can work to boost sales opportunities, develop better risk assessment and underwriting processes, and improve products designs and profitability.

14:10 – 14:20 — SESSION CHANGE

14:20 – 15:10 — CONCURRENT SESSIONS

2A. The 4 I's of Online-to-Offline Learning

Valley



ELEONORE CHOW

*Co-Founder
i-Leader*



BURTON LAI

*Co-Founder
i-Leader*

Drawing from over 60 years of combined industry experience, Burton and Eleonore will share how focusing on innovation, interaction, integration and impact leads to more sustainable talent development. Innovative solutions with blended learning methodologies, new tools, and research insights to develop talents for tomorrow's market in a simpler and smarter way will also be discussed.

2B. Developing a Professional, Sustainable Agency Business

Grand Ballroom



LARRY HARTSHORN

*Corporate Vice President and Director,
International Research and Member Engagement
LIMRA and LOMA*



NICK WILSON, CMIPD

*Director, LIMRA Talent Solutions International
LIMRA*

What is the most efficient way for an agency to grow distribution and generate consistent, profitable production growth? Join LIMRA's International Head of Research and the Director of LIMRA Talent Solutions International in a session that will present more than 100 years of LIMRA agency management research and field-tested best practices. Attendees will receive new ideas on how to help agency executives effectively and efficiently grow distribution, as well as tips on how to implement strategies that positively impact the top and bottom line.

Conference

2C. Using New Data Sources and Risk Insights to Transform Life Underwriting and Pricing

The Study



JOHN CARDUS

Executive Director, Regional Underwriting and Business Solutions
RGA Reinsurance Company

This session will explore recent data initiatives across the value chain which have provided exciting opportunities in customer segmentation, underwriting accuracy, and claims management. Global case studies will illustrate the opportunities of leveraging credit scoring, upselling using claimant's data, risk scoring in fraud prevention, and the use of lifestyle data.

15:10 – 15:40 — NETWORKING BREAK

15:40 – 17:00 — PANEL: THE DIGITAL CONSUMER EXPERIENCE

Grand Ballroom



SIMON PHIPPS

Head of Asia, Global Development & Blockchain
The Digital Insurer



SAMDARSHI SUMIT

Chief Retail Officer
Generali Life Assurance (Thailand) Plc &
Generali Insurance (Thailand) Plc



JAYANT MURTY

Director, Asia Pacific & Japan Brand Marketing
Intel Corporation



MARC BALOCH, Moderator

Associate Partner (APAC)
Marlin Hawk

What is the right digital strategy for effectively connecting with and engaging today's consumers? And how do you ensure that it resonates with the older generations while remaining relevant and fresh in the eyes of the younger ones? This multi-perspective panel will explore these questions and more as they discuss different ideas on how companies can provide differentiated solutions to grow relationships and retain business.

17:15 — OFFSITE DINNER PARTY

Brick Bistro

All registered participants are encouraged to join us as we sail down the river to BRICK Bistro! This lively venue will offer a more casual setting to mingle with other attendees while enjoying drinks, dinner, live music, and the opportunity to play games like billiards, darts, shuffleboard, and foosball. Boat transfer details will be provided onsite.

FRIDAY, 18 MAY

7:45 – 8:45 — COFFEE & REGISTRATION

Grand Ballroom Foyer

8:45 – 9:00 — WELCOME BACK & IQA COMPANY AWARDS

Grand Ballroom

LIMRA's International Quality Award professionally recognizes Agents who consistently perform in producing new business and pride themselves on delivering customer service, building quality, and profitability. To attain this award, agents must meet rigorous policy standards for two consecutive years and maintain an impressive persistency rate on these policies. At this time, LIMRA would like to recognize our member companies who have yielded the highest number of the IQA qualifiers, as well as those who have experienced the highest year on year growth of IQA qualifiers for the last two years.

9:00 – 9:45 — HYPE VS. REALITY: THE FUTURE OF BROKERS AND INTERMEDIARIES IN A DIGITAL WORLD

Grand Ballroom



JOHN BRISCO

CEO
Coherent Capital Advisors Limited

Join John Brisco as he combines research insights on technology and customer perspectives to present a very practical application on what it all means to the future of intermediaries in a digital world. John will help shed some light on the biggest challenges and confusions, how to reposition those challenges into opportunities, and finally where he predicts new ecosystem capabilities will lead the future of CX.



9:45 – 10:30 — COGNITIVE LEARNING — PEOPLE AND SYSTEMS

Grand Ballroom



MARK MCLAUGHLIN
Global Insurance Director
IBM

Cognitive tools and technologies, including AI, analytics, robotics process automation, and a host of recognition and assistance programs, are transforming how people and systems learn and adapt. We'll review the current "state of the art," how insurers, insureds, and distributors might react and improve, and how the underlying systems that cover and advise on risk might themselves learn about the future of risk.

10:30 – 11:00 — NETWORKING BREAK

11:00 – 12:30 — INTERACTIVE CONCURRENT WORKSHOPS

Group Conversation Tables: A Closer Look at Today's Hottest Topics

Grand Ballroom

A unique opportunity for facilitated small group discussions on strategies, trends, and future predictions for digital, CX, and talent management.

The Fun Side of Financial Literacy*

Next2 Chaopraya



The Praxis team is a unique bunch, with a combination of deep financial services experience and gamification design and implementation expertise. All of us are passionate about financial literacy and the real benefits it brings individuals and institutions. After all, financially literate people make a stronger society as well as make financial inclusion that much easier.

Praxis itself is a unique gameplay which engages players through a simulation of their financial life. Praxis is being used by numerous financial institutions and organizations for different audiences and purposes throughout Asia. We are delighted to work closely with our partner insurers, banks, and asset managers to educate and engage staff, train sales people, and generate warm leads and interest with their customers.

As with many things innovative, Praxis is best experienced to appreciate!

**Preregistration for this session is required. If you wish to join but did not preregister, please check in at the registration desk for remaining ticket availability.*

12:30 – 13:30 — LUNCH

Volti Ristorante, Lobby Level

13:30 – 14:15 — EMPOWERING AGENTS ON SOCIAL SELLING

Grand Ballroom



BHARAT KANNAN
Chief Distribution Officer, Asia
MetLife Asia Ltd.

The insurance sector is being rapidly transformed by social media, and leading insurers are capitalizing on this transformation to help empower agents. Bharat Kannan will share his ideas on how life insurers can best use social media tools and training to:

- Effectively engage their customers
- Identify and connect with new prospects
- Establish themselves as thought leaders

14:15 – 15:15 — BEYOND TOMORROW: WHAT DOES THE CUSTOMER OF THE FUTURE LOOK LIKE?

Grand Ballroom



CHRIS RIDDELL
Global Futurist

We are living in an era of hyper distraction, with customers that are bombarded with content across platforms and devices. Advertising just doesn't connect with Gen Y, let alone even touch the surface with Generation Z. To be a successful and thriving business no longer just means being able to do things well. It means having a deeper understanding of your customer, planning for the day after tomorrow, and properly utilizing the latest technologies. Join Chris Riddell as he makes sense of what this all means, and what he believes the customer of the future will look like.

15:15 — CLOSING

Conference

Antitrust Policy and Caution

Each person attending this function must be mindful of the constraints imposed by applicable antitrust laws. Some personnel here today represent companies that are in direct business competition with one another. This meeting's purpose is to provide a forum for the free exchange of ideas on the designated topics. It is not the purpose of this meeting to reach any agreement that could have anticompetitive effects.

You can avoid antitrust compliance problems by following simple guidelines:

- Stick to the published agenda.
- Pricing, premiums, and benefits to be offered or terminated are competitively sensitive information which competitors should not exchange or discuss with each other. Never take a poll of views or make a collective agreement on these issues.
- Always retain your right to make an independent judgment on behalf of your company.

LIMRA and LOMA are dedicated to the purpose of assisting all of their members to achieve their competitive potential.



**Mark your calendars and be sure
to join us later this year at the
STRATEGIC ISSUES CONFERENCE
16 – 18 September, 2018
Grand Hyatt Bali
Bali, Indonesia**

Program at a Glance

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- 1B. The Future of Salesforce Training
- 1C. Predictive Analytics: The Key to Unlocking Sales, Profitability, and the Customer Experience

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- 2B. Developing a Professional, Sustainable Agency Business
- 2C. Using New Data Sources and Risk Insights to Transform Life Underwriting and Pricing

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