COMPETING IN A DISTRIBUTION DYNAMIC
Finding New Pathways to Successfully Grow Sales, Restore
Consumer Confidence & Expand Distribution

June 10th, 11th 2010
Vienna, Austria

The game is on! Companies that don’t innovate lose their competitive edge, and innovative distribution channels are the golden key to driving the industry forwards. In order to succeed in today’s world, companies are required to search for new pathways and find signs along the way to provide guidance for producers and consumers.

Top issues in multichannel distribution and the new channels emerging, along with new business models and growth opportunities will be discussed and explored with experts from leading companies.

As you consider the strategic path your organization embarks upon, technology will also be a critical factor, and both current and emerging technologies can be applied to open or expand pathways to markets, or make the known ones easier to navigate.

Come and join us at this premium event, and share your experiences and questions with the most influential executives.

BENEFITS OF ATTENDING
■ How to Build Up the Best Multichannel Business
■ Branch Transformation and the Future Role of the Branch
■ The Challenges of Developing Online Sales
■ Increasing Efficiency Through Social Media
■ Successfully Competing in the New Distribution Dynamic: Performance Management for Insurances
■ Understanding and Mapping a Strategy for Participating in the Web 2.0 Wave Now
Day 1 | 10th June, 2010  

08:30  Registration & Morning Coffee  
09:00  Welcome & Chairman’s Opening Remark  
Chairman: Russell Beaumont, Director Emerging Markets, Towers Watson, UK  

1. ALTERNATIVE DISTRIBUTION: CHANNELS OF THE FUTURE  
09:10  Evolution of Distribution Channels: Insurance Services Through Mobile Operators  
- Banks, Insurers and mobile operators joining forces to make mobile financial services go beyond mobile money transfers  
- Simplicity and transparency: often the best way to build a trusted and admired brand in a new market  
- How can insurance services help mobile operators increase customer loyalty and reduce churn?  
- Insurance & Telecom: adding value together through multiple customer touch points  
Robin Daina, VP eBusiness Development & Sponsorships, Alico, UK  

09:50  Increase Efficiency Through Social Media  
- Technology taking the centre stage  
- The state of social media use in the industry today  
- Using social media to better access customers and prospects  
- Google and Twitter for insurance  
Andrew Grill, Digital Strategist, Visible Technologies  

10:30  Refreshments & Coffee Networking Break  

2. FOCUS ON THE CUSTOMER TO ESTABLISH MARKET POSITION  
11:00  How Insurers Should Consider Innovation as They Engage the Customers in New Ways With New Products  
- Redefining the customer experience in today’s environment  
- Offering fresh and innovative reasons to buy  
- Delivering an outstanding customer and agent experience  
Philippe Danielski, VP Marketing & Sales, Chartis International, France  

11:40  Case Study: Efficient Functioning of Sales  
- Making the bank branch the channel of choice for certain customer interactions, not just the default choice for problem resolution  
- Encouraging engagement with employees, rather than discouraging human interaction  
- Customer relationship: the biggest thing in banking, and you simply can’t to that online!  
Russell Beaumont, Director of Emerging Markets, Towers Watson, UK  

12:20  Networking Lunch  

3. EVOLVING INTO A MULTICHANNEL BUSINESS MODEL  
13:30  Case Study Nordea: Building an Integrated Multichannel Distribution Model  
- Key success factors for Multichannel Distribution  
- How to get a multichannel distribution model to work  
- A multichannel sales support tool that has been working for Nordea: a demo  
- What we have achieved: results of evolving a multichannel model  
Bjorn Holli, Head of Sales & Distribution, Nordea, Norway  

14:10  Distribution Channel Optimization for Banking and Insurance  
- Move beyond the limitations of fragmented delivery systems  
- Develop and deploy new services across channels  
- Achieve a 360-degree single customer view, while improving sales and service effectiveness and increasing customer satisfaction  
- Google and Twitter for insurance  
Catalin Elisei, Business Development Director, Cardif Asigurari, Romania  

14:50  Refreshments & Coffee Networking Break  

15:20  Case Study Dunav: Sales Through Distributive Channels  
- Structure of Distributive Channels  
- Differences between the Serbian and international market in the light of distributive channels  
- Balanced development of the internal sales network and Distributive channels that Dunav has been conducting  
- Focus on the profitable channels and specifics for Motor third part liability  
Margerita Boskovic Ibrahimpasic, Alternative Sales Channel Director, Dunav Insurance, Serbia  

16:00  Today’s Consumer: From Recession to Recovery Consumer  
- Understanding your consumer and gaining competitive advantage  
- Speed and accessibility of information changing customer expectations  
- Using distribution to rebuild customer trust and confidence  
- Communicating customers to improve retention, drive additional sales and support producers  
Carlos Giugovaz, Head of Distribution, UniCredit Group, Italy  

16:50  Chairman’s Summary & Closing Remarks
Day 2 | 11th June, 2010  VIENNA

08:30 Re-registration & Morning Coffee
09:00 Welcome & Chairman’s Opening Remark

Chairman: Andrew Grill, Digital Strategist, Visible Technologies, UK

4. REACHING A HIGHER DEGREE OF EXECUTION AND PROCESS MANAGEMENT

09:10 Case Study Liberty International: Multi-Channel Strategies
When Do We Generate Value and When Do We Generate Bubbles?
- Rationale for diversifying distribution
- How insurers can build long term sustainable value
- Bancassurance in Spain
Luis Bonell, EVP and European COO, Liberty International, Spain

09:50 Panel Discussion: Making Growth Through Strategic Partnerships?
- How can strategic partnerships generate sales growth?
- How to successfully use retail channels for insurance distribution?
- How to use a customer value based campaign management to increase profitability?
Moderator: Rusell Beaumont, Director Emerging Markets, Towers Watson, UK
Panelist 1: Stein Ola Haug, Head of Corporate Bancassurance, Nordea, Norway
Panelist 2: Luis Bonell, EVP and European COO, Liberty International, Spain

10:30 Morning Coffee

5. IMPROVING SALES AND RETENTION THROUGH AN ENGAGED WORKFORCE

11:40 A New Sale Model for a New Market: Managing Change During the Crisis
- Creating the right environment for challenging, motivating and developing the winning team
- Changing the staff culture in the distribution network
- Understanding the performance management changes required to alter distribution behaviour
Mario Bastoni, Head of Human Resources, UniCredit Group, Italy

12:20 Networking Lunch

13:30 Organizing Internal Sales in a Competitive Business Environment
- Keeping the Sales Force motivated
- Career development of internal agents
- Skill levels and how to use them
- Acquiring good talent and retaining the best
Igor Skrgatic
Member of the Board
Triglav, Croatia

6. IMPROVING SERVICE IN DISTRIBUTION

14:10 Understanding the Potential Impact of Specific Technologies on Marketing and Distribution
- The emerging applications that are likely to impact your business
- Using technology to create a better connectivity between channels
- Opportunities and challenges that lie ahead
Aysenur Hickiran
Head of Sales & Distribution
Citibank, Turkey

14:50 Bancassurance Experience From Credit Agricole
- The role of banks in insurance product distribution
- Investing in quality and improvement to existing channels
- Next generation of insurance products
Angeliki Mouratidou,
Managing Director
Credit Agricole Group, Greece

15:30 Closing Remarks & End of the Conference

12:20 STRATEGIC INTERACTIVE LUNCH

In order to bring added value to the conference we plan to arrange an interactive session during the lunch on Day 2. We will invite all of our participants to be actively involved in this session to share international and local experience, and in return take away new ideas and inspirations from industry peers across the globe.

What can you expect?
The discussion will commence during the "STRATEGIC INTERACTIVE LUNCH" on Day 2 at 12:20. Each table is assigned with a strategic topic relating to the conference content. Conference participants will select a table based on the topic they would like to discuss, and the questions they would like answered. We strongly recommend that each table nominate a leader who will chair the discussion.

SPONSORSHIP
A limited amount of exhibition space and other packages are available for leading solution providers to attend the conference. For further information, please contact: Laurent Casano
+420 234 250 250 | lcasano@uni-global.eu

WITH THANKS
I would like to thank everyone who assisted with the research and organisation of this conference, particularly the speakers for their support and commitment. Sabrina Hadek, Conference Producer
+420 234 250 225 | sabrina@uni-global.eu
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**TOPICS & RELATED DISCUSSIONS FOR THE STRATEGIC INTERACTIVE LUNCH**

<table>
<thead>
<tr>
<th>Table 1. Focus on Bank’s Branch Strategies</th>
<th>ENGLISH ONLY</th>
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<tbody>
<tr>
<td>How to further develop the relationship with the customers?</td>
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<td>How to boost branch productivity?</td>
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<td>What are the key success factors?</td>
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<td>What should expect from the branch of the future?</td>
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<th>Table 2. Managing Channel Evolution to Stay on the Growth Trajectory</th>
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<td>How to anticipate and manage the channel evolution?</td>
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<td>How to create innovative business models to ride the wave of channel evolution to gain market share?</td>
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<td>What’s the next generation of bancassurance / assurbanking?</td>
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<th>Table 3. Battle for Recruitment &amp; Retention of Talent</th>
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<td>What are your suggestions in situations where there is a lack of new talent in the market?</td>
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<td>Is it a good solution to hire experienced people from retail business?</td>
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<td>Should insurers benchmark against retailers in the sales field?</td>
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<td>What is the image and perception of insurance companies for new talent today? Is it attractive enough to get the right people?</td>
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<td>What today’s talented people do value most, what needs do they have and how do you address them?</td>
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<th>Table 4. Enabling the Distribution Network</th>
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<td>What, where and why is an insurer lacking/failing in providing necessary support and training to different distributors now?</td>
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<tr>
<td>How do you try to enhance the loyalty within the distribution network?</td>
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<td>Which sales &amp; service tools enabling distribution networks are currently missing most often?</td>
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<td>What are the main challenges your distributors will face over the next five years?</td>
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REGISTRATION DETAILS

Please complete the form using block capitals and fax back to +420 224 210 242 or scan it and email to: reg@uni-global.eu

DELEGATE DETAILS

Full Name: 
Job Title: 
Company: 
Direct Tel: 
Mobile: 
Fax: 
Email: 
Signature & Date: 

COMPANY DETAILS

Address: 
City: Post Code: 
Country: 
EU VAT Number: 

CONFIRMATION

Once a conference space has been allocated to you, we will write to confirm the date and receipt of your payment.

PAYMENT

Conference Fee: 1641 Euros

Fee includes conference participation, conference materials, luncheons and refreshments during the 2-day event and all service charges.

CREDIT CARD PAYMENT DETAILS

Please charge my: 
- Amex
- Diners
- Visa
- Mastercard

Card Holder’s Name: 
Card Number: 
Expiry Date: / 
CVC Number – {Visa & Mastercard only} {Last 3 digits on back of card}:
Billing Address – {Amex & Diners only and only if different from mailing address already given}:

Date & Card Holder Signature: 

ALTERNATIVE FEES

- Educational Institute Full-time Professor Fee: 600 Euros
- Option to buy conference material: 300 Euros

ACCOMMODATION AND TRAVEL EXPENSES

Hotel accommodation and travel expenses are not included in

Terms & Conditions
1. Substitute delegates are welcome, but at least 3 day’s notice of the change must be given. 2. If Uniglobal decides for any reason to cancel the event, the full refund of the registration fee will be made to the registered customer. However, no refunds or part refunds shall be made by Uniglobal for changes in event programme, dates, venue, or speaker composition. 3. In the event that Uniglobal changes the dates or postpones the Conference, delegate payments at the postponement date will be credited towards the rescheduled date. 4. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future Uniglobal event. 5. Cancellations received in writing by 30th of April 2010, will be refunded in full less an administrative charge of 25% of the conference fee. Should you need to cancel your registration after this date, the registration fee remains payable in its entirety. 6. All cancellations must be in writing stating the mailing date. 7. Registered delegates who cancel their attendance or do not show at the event will receive conference documentation.