

1st Conference on Social Media & Mobile Marketing for Insurance



11 - 12 April 2012,
Mandarin Orchard, Singapore

Theme: "Social Media – A Dream Opportunity for Insurers"



Keynote Addresses by



Mr Stephen Collins
CEO,
ReMark International



Mr Christian Cadeo
Head of Mobile SEA,
Google



Mr Enrique Dans
Professor of Information
Systems, IE Business
School, Madrid

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www.asiainsurancereview.com/SocialMedia

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Social Media is probably THE biggest technology innovation to hit practically every industry. It's the ultimate 'word of mouth' referral system right now and the new communication landscape. More than 96% of users of social media actually expect serious businesses to be on some form of social network or other. It's a MUST for any business to survive.

Just as the industry grappled with launching websites in the 1990's, insurers today have to create mobile applications to retain policyholders, engage their agents, and increase branding awareness. How can Social Media then be tapped effectively to improve one's bottom line, increase loyalty from your customers and make your retention strategy stand out in today's digital age? How can content be made applicable for tech-savvy mobile consumers?

Is the insurance industry up to speed with using social media? Are Asian insurers able to keep up with the more sophisticated social media campaigns of their international peers? How can this new trend be used to build brand positioning, whilst milking golden opportunities to keep your customer happy? How do you get the attention of the Gen Y customers? How can you ensure you have a sustainable end-to-end social media programme, to listen and engage in the digital marketing age?

The 1st Conference on Social Media and Mobile Marketing for Insurance is designed to answer these questions and make sure that the insurance industry exploits the benefits of Social Media as a key strategic tool while overcoming its pitfalls. The conference will look at strategies to do it right. Insurers shouldn't be left behind.

Social Media is now an essential part of any marketing mix, whether you're a small local player, or an international conglomerate. Don't get left behind.



Who Should Attend

This conference is relevant for all in the insurance industry who need to understand Social Media, Mobile Marketing, Digital Media, Marketing, Communications, Branding, Website and Content Management, Customer Engagement, and will be beneficial for:

- ☘ Chief Executive Officers
- ☘ Chief Marketing Officers
- ☘ Vice Presidents
- ☘ Directors
- ☘ General Managers
- ☘ Heads of Media & Communications Departments, Direct Marketing, Loyalty Programmes, CRM
- ☘ Marketing Analysts
- ☘ Risk Managers
- ☘ Claims Managers
- ☘ Insurance Agents
- ☘ Brokers
- ☘ Management Consultants
- ☘ IT Service Providers
- ☘ Lawyers
- ☘ Regulators
- ☘ All working with online multi-channel campaigns and the interactive marketing landscape

Take Away from this Conference Key Strategies & Learning Tips on Social Media

- ☘ Know How to "Connect" with Your Customers
- ☘ Glean "Customer Insights"
- ☘ Empower and Delight Your Customers
- ☘ Design Campaigns to Make Your Customers Feel 'Privileged'
- ☘ Use Your Network to Get Referrals and Build Repeat Business
- ☘ Track Communication
- ☘ Launch a Successful Integrated Social and Mobile Marketing Campaign
- ☘ Limit Risk and Protect Your Brand
- ☘ Give Value-add in Client Engagement
- ☘ Be 'Real' and Authentic in the Transparent Social Media World

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PROGRAMME

Day One: Wednesday, 11 April 2012

8.00 am	Registration & Coffee
9.00 am	Welcome Address by Chairman of Conference for Day One Benjamin McDermott, Managing Director - Asia, ReMark Hong Kong Limited
9.15 am	Opening Address Social Media: The Phenomenon vs. The Platforms Stephen Collins, CEO, ReMark International
9.45 am	Special Keynote: Mobile Advertising and How It Can Drive Results for Insurance Christian Cadeo, Head of Mobile SEA, Google
10.15 am	Special Address: Everything Will Change ... Digital Marketing in the Age of Social Media Prof Enrique Dans, Professor of Information Systems, IE Business School, Madrid
10.45 am	Tea Break
11.15 am	What is Social Media and What Role Can It Play Across the Insurance Value Chain Na Jia, Chief Marketing Officer, ReMark International
11.45 am	Reaching out to a New Generation - How to Monitor, Engage & Track Social Media Interactions Carl Borchardt, Business Development Manager, Unified Communications & Collaboration, Cisco Asia Pacific
12.30 pm	Improving the Customer Interactive Experience with Social Media & Mobile Marketing Bruce Eidsvik, Managing Director, APAC, Genesys
1.00 pm	Lunch
2.30 pm	A World of Networking and Referral: Why Social Media and Insurance Can Work <ul style="list-style-type: none">• Networking & Social Media Usage: Two sides of the same coin?• References & Referrals: A question of trust• Social Media Applications: Moving from passive to active• Insurance & Social Media: Starting & maintaining the customer relationship Adam Persson, Managing Director, Springleaf Resources Inc.
3.00 pm	Panel Discussion: Platform for Big Questions and Issues <ul style="list-style-type: none">• Why is blogging so important?• Can you afford not doing it?• Difference between trendsetter and follower Panellists: <ul style="list-style-type: none">• Adam Persson, Managing Director, Springleaf Resources Inc.• Deepali Naair, Country Head - Brand and Corporate Communications, L&T General Insurance Company• Tom Skotidas, Founder & Director, Skotidas
3.45 pm	Tea Break
	Social Media and Your Business: How You Benefit?
4.00 pm	Effective Marketing Campaigns: Social Media Marketing vs. Traditional Marketing Virality <ul style="list-style-type: none">• Developing apps on social media• Emerging trends in social media• Emerging mobile trends Nirmal Palaparathi, Director, Mobius Innovations
4.30 pm	Customer Acquisition Using Social Networks in Insurance Domain <ul style="list-style-type: none">• Engage, Educate and Sell to 1000s of customers by running a social campaign• Create a product offering with specific terms, conditions and deadlines• Motivate people to join and refer through prizes, gifts, etc.• Educate the customer on the relevant topics and the specific offers• Close the group sale and gather feedback K Rajakumar, CEO, Converge Web Services Pvt Ltd
5.00 pm	Designing a Programme for the New Age Social Media Savvy Consumer <ul style="list-style-type: none">• Specialised digital programs based on customer insights (Case Study) Deepali Naair, Country Head - Brand and Corporate Communications, L&T General Insurance Company
5.30 pm	Cocktail Reception Hosted by ReMark
7.30 pm	End of Day 1

Day Two: Thursday, 12 April 2012

	Chairperson of Conference for Day Two Na Jia, Chief Marketing Officer, ReMark International
9.00 am	Embracing Social Media In the Financial Services Industry - A Working Model Alvin Nathan, Director, NextIX Systems (S) Pte Ltd
9.30 am	How to Leverage Social Media for Your Marketing Activities - Combining Payment and Loyalty Services Jos. Birken, Chief Marketing Officer, Korvac Holdings
	Winning Social Media Campaigns
10.00 am	Unleashing LinkedIn: How to Use Groups to Build Your Brand and Generate Sales Leads <ul style="list-style-type: none">• Why LinkedIn groups make sense for brand building and lead generation• Best practices for creating a group• Sourcing the best content to ensure group engagement• How to create a community that participates• Growing the brand awareness and social capital of group managers• Generating ongoing qualified leads for the organisation Tom Skotidas, Founder & Director, Skotidas
10.45 am	Tea Break
11.15 am	Social Media - Effective Strategies & Execution Case Study of a Winning Campaign Mei Velasquez, Head of Customer Marketing & Communications, Sun Life Financial Asia
11.45 am	How Can Insurance Companies Leverage Social Media Effectively? <ul style="list-style-type: none">• What are some of the challenges involved that insurance companies need to be aware of whilst embracing this paradigm shift?• How can insurance companies strategically and effectively leverage Social Media to better reach and engage their prospects and customers? Leon C.K Leong, Business Relations Director, Techsailor Group
12.15 pm	Social Media Intelligence and its Relevance in Marketing Anand Rao, Director, Galvantrix Pte Ltd
12.45 pm	Lunch
	Leveraging the Mobile Marketing Wave
2.00 pm	Innovations in Mobile Marketing for Insurance <ul style="list-style-type: none">• Current state of global mobile marketing environment• Market growth / composition / metrics• Mobile trends in 2012 and beyond• Mobile sites and Apps in a post-PC world• Implications / Opportunities for Insurance Industry marketers• What's next? Michael Vasquez, President & CEO, Rebellion Inc.
2.30 pm	Optimising Social Media for Brand Recognition and Presence <ul style="list-style-type: none">- The pervasiveness of social media usage is now impacting the way we engage with our customers- The Paid Owned and Earned Approach now needs to be integrated- Examples of how some brands are doing this Nikolaus Ong, Digital Strategist - Engagement Planning & Analytics, Asia Pacific, MRM Worldwide
3.00 pm	Link Your Online Strategies with Revenue <ul style="list-style-type: none">- Understand how social media fits in with online demand generation- How to influence more leads to buy from you- Align marketing and sales for maximum revenue impact- Common challenges in demand generation- Influence new customer acquisitions Henrik Petersen, Director, Innodan Pte Ltd
3.30 pm	Tea Break
4.00 pm	Facebook, LinkedIn, Twitter, Corporate Blogging or Youtube - How to Nurture your Brand and Build Thriving Online Customers Prakash Somosundram, Social Media Director, Yolk Pte Ltd
4.30 pm	Anchor Address The Nightmare of Legal Challenges in Social Media Rajesh Sreenivasan, Partner, Head of Technology Media & Telecoms Practice, Rajah & Tann
5.00 pm	Close of Conference

Programme is subject to change

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Fax to: (65) 6512 5335

Conference Registration Form

To: Ms Loga, Asia Insurance Review
69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583
DID: (65) 6372 3184 • email: loga@asiainsurancereview.com
or register online at www.asiainsurancereview.com
Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof
First Name: _____ Last Name / Surname: _____
Job Title _____
Company _____
Address _____
Tel: () _____
Mobile: () _____
Fax: () _____
email: _____

REGISTRATION

Early Bird (valid till 12 Mar 2012)

Subscribers US\$980
Non-Subscribers US\$1280*
(*Free One Year Subscription to Print Edition of Asia Insurance Review & AIR e-Daily)

Normal Registration

Subscribers US\$1,480
Non-Subscribers US\$1,680*

Full registration fees MUST be paid before the valid dates for admittance at conference.

Only registrations FULLY PAID FOR by the early-bird deadline will be eligible for the discount.

I came to know about this conference through:

AIR/MIR magazine AIR/MIR Website Brochure Email
 Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Remarks: _____

Group registration:

Special Offer for Year 2012: Register two delegates from the same company, and send the third delegate to attend the conference free of charge!
(Valid only for delegates from the same company in the same country)

Registration fee includes participation at Conference plus tea breaks and lunches.

All meals are prepared without pork, lard and beef.

Special Dietary Requirements

I would like to have vegetarian meals during the Conference.

Closing date for registration: 4 April 2012

For cancellation in writing made before **12 Mar 2012**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **12 Mar 2012**.

PAYMENT

I enclose a cheque / bankdraft in US Dollars made payable to "ASIA INSURANCE REVIEW"

Telegraphic / Wire Transfer to the following account:
The Development Bank Of Singapore, 6 Shenton Way,
DBS Building, Singapore 068 809
• US\$ (Account No.: 0001 - 004838-01-9-022)
• Swift Code: DBS SSGSG

Please debit the sum of US Dollars US\$ _____ for
Conference Registration fee from my

Mastercard VISA American Express

Card Holder's Name: _____

Card No.: _____

Expiry Date: ____ - ____ (mm-yy) Total Amount: US\$ _____

Signature: _____ Date: _____

(Conference fee is inclusive of prevailing GST)

Fax to: (+65) 6738 2382

Please fax Room Reservation Form direct to Hotel

Hotel Reservation Form

Attn: Mr James Sio, The Reservation Department
Tel: +65 6737 2200 Fax: +65 6738 2382
Email: grouprsvn.orchard@meritushotels.com

Mandarin Orchard Singapore

333 Orchard Road, Singapore 238867

Tel: +65 6737 4411

www.meritushotels.com

Please fill in Guest particulars on Registration Form

ARRIVAL DATE

Check in date: _____

Flight: _____ ETA: _____

DEPARTURE DATE

Check out date: _____

Flight: _____ ETD: _____

ROOM TYPE / ROOM RATE

- Deluxe Room S\$315.00++ per room per night inclusive of One Buffet Breakfast at Triple Three Restaurant and in-room Internet access
 (Double/Twin) Deluxe Room S\$345.00++ per room per night inclusive of Two Buffet Breakfast at Triple Three Restaurant and in-room Internet access

Remarks: _____

Should there be no-show or cancellation for confirmed reservation, the full duration charge will be levied.

RESERVATION POLICY

- Room is subjected to availability upon reservation. Rates are valid till 15th March 2012
- Should there be a no-show or cancellation for confirmed reservation, the full duration of room charge will be levied.
- Rate is excluding 10% service charge and 7% Goods & Services Tax (GST) per room per night.
- Check-in time at the Hotel is 1400hrs. The official check-out time is 1100hrs.

LIMOUSINE ARRANGEMENT

Require Not require

One (1) way limousine transfer from Airport to Hotel at SGD85 nett

One (1) way limousine transfer from Hotel to Airport at SGD85 nett

Additional comments/ special requirements:

RESERVATION GUARANTEE

Credit Card

Visa Mastercard Amex

Diners JCB

Credit Card Number: _____

Expiry Date : _____ month _____ year

Cardholder's name: _____

Signature of Cardholder: _____
