

2019 CONFERENCES

Agency Innovation Conference

Thriving in the Digital World



July 18, 2019

Centara Grand & Bangkok Convention Centre at CentralWorld
Bangkok, Thailand

Your registration includes a full day of workshops and strategies to give you a digital edge over your competition, plus access to the Asia Trusted Life Agents & Advisers Awards Gala Dinner!

For more information and to register,
please visit www.limra.com/AIC19

2019 Agency Innovation Conference

Thriving in the Digital World

Our industry is changing. New technologies, regulations, and shifting consumer expectations have made the need for a digital-savvy strategy more important than ever before. The **2019 Agency Innovation Conference** is here to help you navigate this changing landscape.

Presented by Asia Insurance Review and LIMRA, this unique forum will highlight creative ideas, motivational tools, and innovative strategies to help give you a "**digital edge**" over your competition. Heads of agency, distribution executives, sales managers, and premier agents will all benefit from the content and research being presented, with ample networking opportunities to network and learn from each other.

Following the conference, we also invite you to join us at the **4th Annual Asia Trusted Life Agents & Advisers Awards Dinner**, recognizing the achievements of individuals who have touched the lives of people in many different ways and the corporate executives, companies, associations, and service providers who help agents and advisers on their path to excellence.

Your ticket includes full access to both the conference as well as the Awards Gala Dinner, so make plans to join us and register today!

Featured Presentations

Opening Keynote: How to Surf the Digital Transformation Wave With Ease



ANDREW CHOW
Digital Marketing Strategist

Digital transformations are changing how businesses and customers behave, and now more than ever it is imperative to have a plan that will help you ride the digital transformation wave with ease. In addition to keeping informed on emerging technologies, companies must ensure their people are upgrading their skillsets to match these new processes and technologies. Andrew will share what companies should know about the difference between digitization and digital transformation, how to make learning and development a way of life, and ways in which companies can redesign the way they manage information.

Closing Keynote: #HUMANfactor — The New X Factor to Multiply Your Business



JENSEN SIAU
Chief Motivational Speaker & Performance Breakthrough Coach

The advancement of digital technology and Artificial Intelligence have brought about rapid and massive changes which have altered the way we communicate, buy and sell things, make friends, market our business, connect with our customers, and even the channels through which we form relationships. This motivational keynote dives into how you can collaborate effectively with digital technology to grow your business and what the key elements are in the #HUMANfactor that will allow you to connect deeply and authentically with your clients for long lasting trusted relationships.

Panel Presentations

Panel: The Digital Advantage

**CALVIN LEE**

Financial Services Director
AXA Insurance Pte Ltd. &
President,
Financial Services Managers Association

**TAY KAH LOK**

Digital Agent of the Year 2018
finexis advisory Pte Ltd

**BENJAMIN ANG, Moderator**

Founding Editor
Asia Advisers Network

This panel of industry practitioners will share strategies and answer questions on how they are successfully gaining the digital advantage to grow their businesses.

Panel: The Agent of the Future

**MICHAEL GERBER**
Chief Executive Officer
360F**MICHAEL SHIN**
Chief Executive Officer, RGA Korea &
Chief Marketing Officer, RGA Asia**KARTIK SAKTHIVEL, Moderator**
Chief Information Officer
LIMRA and LOMA

As companies continue to put an increasing emphasis on digital initiatives and strategies, the role of the agent has also evolved. Lots has already changed, but what's next for the agent of the future? How will they prospect and sell? Where will they work? And how will they be managed?

Concurrent Workshop Presentations

1A — Transformation From a Homemaker to Asia's Best!

DIVYA TUSNIAL

Insurance Agent of the Year 2017 and Inspirational Agent of the Year 2018
Tata AIA Life

Balancing family life with work life can be challenging to the point of compromising one or the other. Join this session to hear how Divya has made it all happen for her family and company.

1B — Developing Top Agency Managers

NICK WILSON

Director, LIMRA Talent Solutions International
LIMRA

Now more than ever, agency managers must compete against newer and trendier industries to attract, develop, and retain top sales talent...all while effectively managing their office and growing sales. This session will share ideas on how companies can inspire, connect, and better understand the thought process and management style of today's agency leaders to develop them for future success.

1C — Insurance — A World Where All Roads Lead to the Customer

KRZYSZTOF MAURER

Country Manager
Comarch (Thailand)

This presentation will focus on the various aspects of digitalization transforming the insurance industry, including a comparison of digitalization maturity in our industry versus those of other financial services. Different digitalization-linked trends like omnichannel and omni-channel will also be discussed, reminding us that at the end of the transformation journey there are individual customers who still require individual approaches.

2A — Transform Your Personal Brand to Double Your Production

JOSHUA LUKE

Personal Branding Master Trainer

Creating the right personal brand, at the right time, is of paramount importance for making an appropriate first impression. The image you project of yourself, your charisma, and your expert relationship management skills can all play key roles in facilitating successful connections with prospects, clients, and team members. This session will examine what type of first impression you give off, how to enhance your charisma, and how to manage and adjust these skills to further your success in future business interactions.

2B — Leveraging Data Science and AI to Grow Business and Identify Top Agents

ATHIRATT JARNYAHARN

Senior Vice President – Smart Data
FWD Life Insurance Public Company Limited

Agency Innovation Conference

REGISTRATION INFORMATION

Early-Bird Rate (Register by 18 June): US\$450

Standard Rates (Register after 18 June): US\$550

Registration fee includes participation at the conference plus tea breaks, lunches, and attendance at the Gala Dinner. Closing date for registration is 3 July, 2019.

Multiple Registration Discounts Available: The more you send, the more you save! Send 10 – 29 delegates to receive a 10 percent discount. Send 30 or more delegates to receive 15 percent discount. For details on how to receive the discounted group rate, please contact Loga Sinnadurai at loga@asianinsurancereview.com or +65 6372 3184.

To Register: Visit www.limra.com/AIC to download the registration form, or register online at <https://bit.ly/2U0G5S4>

HOTEL INFORMATION



Centara Grand & Bangkok Convention Centre at CentralWorld
999/99 Rama 1 Road
Pathumwan
Bangkok, 10330, Thailand

To make hotel reservations, visit <https://cgcweventsrvn.chr.co.th/ami2019> or contact Supatra Tantisamarak (Gob), Cluster Senior Manager, at supatrata@chr.co.th. Please be sure to mention the **Agency Innovation Conference** to receive the Deluxe Room discounted group rate of THB4900nett (single)/THB5300nett (double). Rates are inclusive of breakfast and in-room internet access. Check in is 15:00; check out is 12:00.

Rooms at the group rate are limited and available on a first come, first-served basis, so be sure to book early for best selection and price!

For more information, please contact Ms. Trish Sasso at psasso@limra.com or visit www.limra.com/AIC19 to view the latest agenda updates, learn about the speakers, download special resources, and register online.

SCHEDULE AT A GLANCE **THURSDAY, 18 JULY 2019**

7:30 – 9:00	COFFEE & REGISTRATION
9:00 – 9:20	CONFERENCE WELCOME & OPENING REMARKS
9:20 – 10:00	OPENING KEYNOTE: <i>How to Surf the Digital Transformation Wave With Ease</i>
10:00 – 10:30	NETWORKING & COFFEE BREAK
10:30 – 11:30	PANEL: <i>The Digital Advantage</i>
11:30 – 12:30	PANEL: <i>The Agent of the Future</i>
12:30 – 1:30	LUNCH
1:30 – 2:15	WORKSHOP 1A — <i>Transformation From a Homemaker to Asia's Best!</i> WORKSHOP 1B — <i>Developing Top Agency Managers</i>
	WORKSHOP 1C — <i>Insurance — A World Where All Roads Lead to the Customer</i>
2:15 – 2:30	SESSION CHANGE
2:30 – 3:15	WORKSHOP 2A — <i>Transform Your Personal Brand to Double Your Production</i> WORKSHOP 2B — <i>Leveraging Data Science and AI to Grow Business & Identify Top Agents</i>
	WORKSHOP 2C — <i>Information Coming Soon!</i>
3:15 – 3:45	NETWORKING & COFFEE BREAK
3:45 – 4:45	CLOSING KEYNOTE: #HUMANfactor — <i>The New X Factor to Multiply Your Business</i>
6:30	COCKTAIL RECEPTION & AWARDS GALA DINNER

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