

# INSURANCE INSPIRED

## 26 – 27 July 2022 Coming Back Strong: Offline Success in an Online World

Heads of agency, distribution executives, sales managers, and premier agents from throughout Asia will be gathering virtually for 2022's premier agency event.

Join us as a Supporting Organization  
and enroll a group to join them!

<https://insuranceinspired.asiaadvisersnetwork.com/register>



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MS-IT/MS-CS, M.B.A.  
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LIMRA, LOMA and LL Global



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Digital Transformation  
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**June Mok**  
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Corporate Vice President and  
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Lead Gen Strategist &  
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Body Language Expert &  
Global Speaker, JSI

### Organisers:



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## Who Should Attend?

Life insurance and financial services professionals responsible for, or involved with, agency management and transformation, strategy, sales, and training throughout the Asia-Pacific region. Heads of agency, distribution executives, sales managers, and top agents will all benefit from the content being presented during this event.

## What Will Be Discussed?

Following the theme of Coming Back Strong: *Offline Success in an Online World*, Insurance Inspired 2022 will share new data, research and best practices for successfully balancing and blending traditional sales models with digital support tools, with presentations covering:

- The dos and don'ts of an omni-channel strategy
- Combining online and offline outreach to close sales
- Filling the gaps between data and technology
- Mastering the human touch to clinch the virtual deal
- Sales activity management & reporting in a virtual world
- Financial Advisor vs. Insurance Agent: Serving High Net Worth and Mass Affluent Customers
- Mastering Social Selling – tips to stand out, differentiate and impress your clients
- Social recruitment and lead generation to build your agency
- Prospecting for new customers in a digital era
- Securing yourself and your team from cyber risk
- The Pulse of Today's Consumer
- Understanding the Metaverse, and what it means for the insurance industry
- Digital product transformations
- Leveraging technology for financial planning
- Using data to design a better customer experience

**Early bird registration** is now open, so be sure to register early to save!

## Why Take the Time?

**Stay Connected & Informed:** Regardless of the insurance or financial products you are selling, staying abreast of the latest industry trends and innovations can help you better attract and retain customers and advisors, enhance channel performance, boost your overall brand image, and continue to innovate your online strategy, without losing sight of that critical offline touch.

**A Full Team Experience:** Purchase a group package to allow more of your top sales leadership and talent to attend.

**Watch Live or On-Demand:** Urgent phone call? The kids need you to make them lunch? Not to worry! Sessions will be available to watch on-demand after they air live.

**Live Video Chatrooms:** No more typing out your questions! Join a live video chatroom and talk face-to-face with other attendees about common challenges and how to overcome them.

### Registration Information

#### **Register by 24 June:**

**Individual Registration: US \$99**

#### **\*Company Registration Package:**

- 25 attendees: \$2,000
- 50 attendees: \$3,000
- Up to 200 attendees: \$5,000
- Extra groups of 100 @ \$1,000

#### **Register after 24 June:**

**Individual Registration: US \$149**

#### **\*Company Registration Package:**

- 25 attendees: \$3,500
- 50 attendees: \$4,500
- Up to 200 attendees: \$7,500
- Extra groups of 100 @ \$1,500

*\*The company registration package offers tiered pricing options to allow companies to pay a flat fee to send multiple employees and agents, located within a single country. Companies that purchase a registration package will also have their logo prominently displayed in the "Supporting Organizations" recognition areas, along with verbal recognition from the general session platform during the event.*

Questions?

Visit <https://bit.ly/InsuranceInspired> for more information on group registration, the agenda, and confirmed speakers, or email Mr. Jinhai GUO at [GuoJ@LOMA.org](mailto:GuoJ@LOMA.org).

*We look forward to greeting you, virtually!*