

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.

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and enroll a group to join them!**

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.

We look forward to greeting you, virtually!

Programme

Day 1

26 July 2022, Tuesday / SGT (GMT +8)

10:00 am



Welcome Remarks

Mr Darren Thomson

International Head of Bancassurance and Regional CEO, South Asia, LIMRA and LOMA

10:10 am Special Address

10:30 am



Supercharge Your Recruitment From Online to Offline

Mr Joshua Luke

Personal Brand Master & Global Speaker, Jensen Siaw International

In-person interactions are coming back with the easing of the measures. Recruitment now starts to depend not just on online marketing avenues but also offline in-person strategies.

Let award-winning Global Master Trainer, Joshua Luke brings you on a journey using a structured recruitment system and an exclusive personality profiling assessment tool to not just draw people to your recruitment events, but also acts as a pre-recruiting analytical tool to sieve out the right people for your recruitment positions to maximise career success potential!

Learn how you can use online profiling to generate new leads of potential candidates and thereafter meet the suitable ones offline (in person) for a career conversation.

11:15 am



Human Touch: Still the Midas Sales Touch in a Digital World

Mr Christian Chua

Body Language Expert & Global Speaker, Jensen Siaw International

Just because tech can replace a human worker doesn't mean we're always going to want that. Sometimes, even when tech can do an adequate job, we still want to deal with a person.

While a machine can perform a given task, often more efficiently than a human, what it lacks is the artistry in the activity, that is uniquely human ability to cater to the needs of the individual. The protocol may suggest one approach, but a person who is good at their job understands when to adjust and the essential subtleties.

Christian will be sharing with you how to remain relevant and not replaceable and how to be more attractive than an AI.

12:00 pm Q&A

12:20 pm Break

Programme

1:30 pm



Metaverse - The future of full digitalisation and what it means for the insurance industry

Mr Max Ang

Insurance Technology Research Lead APAC, Celent

Virtual assets and space are becoming a reality, with the intention to transform how we interact with the digital world. But what do we know about virtual assets and its effect on financial services? And how will these changes to the internet affect the traditional financial services we are familiar with today? Join us as we seek to understand this new world, understand the opportunities and challenges, and begin to rethink the role insurance will play in the digital sphere.

2:05 pm



The Corporate Athlete - The Science of Peak Performance

Mr Jeremy Rolleston

Two-time Olympian, Australian representative in two sports, CEO, author and sought after speaker

Why are champions champions? And what makes successful people successful? In today's corporate world people are expected to sustain high performance consistently – like corporate athletes. So what can business executives learn from Olympic athletes? And how does a corporate athlete achieve peak performance? This session will go over the tools, strategies, lessons, psychology and stories from Jeremy and other elite athletes (including Olympic and World Champions) that will help you achieve maximal performance in business and in life.

2:40 pm Q&A

3:00 pm



Gen Y-Z Recruitment - Running Recruitment Internships From Online to Offline

Mr Jensen Siaw

Chief Motivator & CEO, Jensen Siaw International (JSI) Co-Founder, LearnAply.com

Since 2014, Jensen Siaw International (JSI) team has worked with insurance agencies on recruitment initiatives, seminars and events. One of the key projects they have undertaken with various insurers is undergraduate internship. From running 200-pax agency internships before COVID, to running digital internship when COVID hit, JSI has executed internship programmes for Great Eastern, Prudential and Manulife.

Drawing from their experience on running internship programmes, you will learn how to design and deliver an attractive and engaging internship programme that targets Gen Y to Z.

Whether you are an agency executive or agency leader, you would take away proven strategies that will raise the attractiveness and effectiveness of your next recruitment internship.

3:45 pm Q&A and Close of Day 1

Programme

Day 2

27 July 2022, Wednesday / SGT (GMT +8)

10:00 am Welcome Back

10:05 am



Master the Power of LinkedIn Branding & Social Selling

Mr Terry Sullivan

Founder, BuzzPro

Your personal brand is a clear indication of what you have to offer. The brand you communicate marks your career reputation. Come learn key branding and Social Selling strategies, tips and secrets you need to create a well-branded LinkedIn profile that gets results.

11:05 am



It's a Scary World - Digital Defense and Protecting Privacy

Mr Kartik Sakthivel

Chief Information Officer, LIMRA, LOMA and LL Global

Cybersecurity and Data Privacy are not just ancillary considerations in financial services today. Whether you are in distribution, sales, marketing, IT, finance, or serve as an agent or advisor, it is critical for each of us who serve the industry and customers to have knowledge, insights, and awareness about the threats our industry faces – and more importantly – our responsibility in being responsible defenders of our digital and data assets. Join us for a journey through all things cybersecurity – including ransomware and phishing – and an overview into the next frontier, that of data privacy regulation.

12:00 pm Break

1:00 pm



Prospecting for New Clients in a Digital Era - Tips to Stand Out, Differentiate Yourself and Impress Your Clients

Ms June Mok

Head of Sales (SG), GoalsMapper Pte Ltd

Today's consumers are used to having a world of knowledge at their fingertips and a superior digital experience set by the major consumer brands we are all familiar with.

When it comes to your client's financial advisory experience with you, how do you measure up? Are you delighting your clients in their financial planning process?

With insights from GoalsMapper, a winner of SFF Global FinTech Award presented by the Monetary Authority of Singapore, learn how you can stand out by being at the forefront of the digital curve to attract clients offline and online.

Programme

1:40 pm



Are you a Hero?

Ms Shefali Sonpar

Digital Transformation Evangelist

Years of research has shown that the success rate of digital transformation efforts is consistently low – in fact, less than 30% of attempted digital transformations succeed. One of the biggest reasons for many of these failures is the failure to also build a digital culture that positively supports and encourages users to embrace the tools being introduced. It is therefore critical to ensure that the users of new technology view it as a strategic driver to support and enhance their work performance, rather than a bothersome impediment. This session will discuss what it means to create and embrace a digital culture, and look at who the real hero of the digital adoption process is...the technology, the IT team or YOU!

2:30 pm Q&A

2:45 pm



Taking the Pulse of Today's Consumer

Moderator:

Mr Paul McNamara

Editorial Director, Asia Insurance Review & Middle East Insurance Review



Panellists:

Mr Todd A. Silverhart, Ph.D., LLIF

Corporate Vice President and Director, Research Quality & Performance, LIMRA



Mr Calvin Lee

Financial Services Director, AXA Insurance Pte Ltd (part of HSBC Group), Board Of Governors (2022/23), Financial Services Managers Association / Winner of Digital Agency Leader of the Year, 4th Asia Trusted Life Agents & Advisers Awards



Ms Ngiam Mei Shean Michelle

Great Eastern Financial Advisers Private Limited

Programme

3:25 pm



Social Selling to General Leads & Referrals

Mr Jason Tan

Lead Gen Strategist & Global Speaker, Jensen Siaw International

Social Selling is the new buzz word in this digital economy. Many have shared the origin of social selling concept as well as its effectiveness. But how to turn this concept into an actionable plan for Financial Consultants?

In an age where online personal branding and social proof are important, many financial consultants have embarked on some form of digital prospecting ways. You might have received some leads or referrals and looking at a more sustainable strategy on digital leads generation.

Join this virtual conference where Lead Gen Strategist, Jason Tan will reveal the social selling blueprint for finding, connecting and generating leads and referrals in the virtual world.

4:05 pm Q&A

4:30 pm Wrap Up