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# Re-Act: 2020 Canadian Reinsurance Conference (CRC)

By Amhlaoihb Lynch

July 16, 2019, marked the 50th anniversary of the moon landing, an incredible accomplishment, particularly when you compare technology then to technology today. The moon landing (not to mention Woodstock) culminated an era of cultural, political and technological change. In many ways, the changes we have seen throughout the 2010s feel akin to the changes experienced in the 1960s and are most notable for those of us working in the life insurance industry. Some have argued that the life industry's approach to its clients has not altered materially since the 1960s, although that is now changing.

Over the past several years, the CRC has explored those changes. This year we are continuing with the theme of change that began in 2017 with "Insurance Evolution," continued to "Reimagining Insurance" in 2018, and moved to this year's "Platform Revolution." The theme for 2020 will be "Action"—or more pointedly "Re-Action"—in terms of how the industry has been changing in order to remain relevant and ensure that companies like Amazon, Google and Facebook do not compete in our domain.

It is still early to assess the impact of the changes the industry has undertaken, but early results are promising. The industry's activities are much like the moon landing in that NASA developed a deliberate plan to prepare for a moon landing, and that plan was not accomplished in a single step. There were many building blocks and steps to NASA's plan, and in many ways, the life insurance industry is following similar steps and lessons.

The 2020 CRC committee is pleased to announce that Colonel Chris Hadfield will be the conference's key note speaker. Colonel Hadfield was the first Canadian commander of the International Space Station and is an accomplished pilot. In addition to his accomplishments as an astronaut and pilot, Colonel Hadfield co-hosted National Geographic's hit show "One Strange Rock," along with Will Smith. Colonel Hadfield will share his inspirational story and lessons learned on how he was able to achieve his goals and overcome adversity.

## ABOUT THE CRC

The CRC, a premier global insurance industry conference, is dedicated to providing a forum for industry participants to learn about developments affecting our business and providing an opportunity to network with peers.

The CRC was first held in 1956 and has continually been providing top-notch education and networking for over 60 years.

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He has previously spoken at other life insurance events and will share his thoughts on the journey in which the life industry finds itself. Like Apollo 11, transformation does not come in a single step, and Colonel Hadfield is aptly able to share his perspective for the industry in what will be both a fun and memorable discussion.

The 2020 CRC will continue to deliver a packed agenda of main stage executive industry guests along with a series of break-out session selections. New for 2020, the committee will deliver “Ted Talk”-style discussions that will focus on the latest trends as they impact underwriting, claims, operations, pricing and product development and finance. The conference’s goal is to cater to all attendees regardless of experience or career level, and 2020 will be no exception.

The conference will be held March 24, 2020, at the Metro Toronto Convention Centre. It is Canada’s premier life insurance conference and consistently attracts more than 500 attendees. It is a great networking opportunity as participants include senior industry executives as well as those outside the industry, with growing participation from InsurTech organizations.

Please join me on March 24, 2020, for the best one-day conference you will attend and for the opportunity to hear Chris Hadfield speak. ■



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