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2019 CRC Insurance Conference: Platform Revolution for Insurance

By Blake Hill

You have probably heard the buzz word “Platform” used more and more throughout your work and personal life, to the point it may have started to lose some meaning and you likely suspect some are misusing it. The overuse of the buzzword has even been used as comic relief in the HBO TV show “Silicon Valley,” where start-ups parade on stage to pitch, each beginning their pitch by saying they have created a platform. Kidding aside, platforms really are the future of the new economy, and most of you are using them seamlessly in your life today. Are you aware of the potential of a platform to transform a business, are you aware that many of the most valuable companies in the world are platform companies? Have you considered how the insurance and reinsurance industry can harness the power of a platform business model?

Most of the largest companies in our economy are platform owners, that create and maintain a marketplace for buyers and sellers to interact. Most make very little of the content or goods that is sold or consumed by the buyers of the platform. Amazon is one of the best examples of a platform that brings buyers and sellers together, and until recently was making nearly none of the goods sold. Insurance, and reinsurance will evolve to participate in these platforms, and a few will create and maintain platforms of their own. This evolution will arrive, will you be prepared to succeed when it does?

At the 2019 CRC Insurance Conference the industry volunteer committee is developing a packed agenda of main stage and break out sessions that will support your understanding of platforms, how they can be used and created by insurers. In addition, be sure to return to learn more from industry experts on the latest trends

ABOUT THE CRC INSURANCE CONFERENCE

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

in underwriting, claims, operations, pricing and product development, and finance. The 2019 CRC Insurance Conference is April 11 and will once again be held at the Metro Toronto Convention Centre. The conference is great for senior executives to meet other senior executives and learn from experts at sessions tailored for their level of experience. The conference also caters to those eager to learn more and meet others in the industry. The CRC Insurance Conference is attended by more than 600 industry participants, and one that you should attend each year! ■

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