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# MaD Happenings

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## RESEARCH PROJECTS

The Marketing and Distribution (MaD) Section has made excellent progress on our Underserved Life Insurance Markets research project. Our project team has reached out to a wide variety of industry experts and others who are particularly knowledgeable in marketing life insurance or similar products to the middle-income market. We are collecting and compiling the unique insights that they have into this market place. Our discussions will address the strategies that have been touted but have struggled to find success, the impediments causing the struggles, areas of the market that are being successfully reached, and ideas

for the life insurance industry that haven't been captured already by prior research.

Look for more updates later in 2015 with some results from this exciting research initiative.

## PODCASTS

You can download the latest MaD podcasts from the iTunes store or access at the following link: <https://www.soa.org/Professional-Development/Event-Calendar/Podcasts/Marketing-and-Distribution-Section.aspx>

In our first podcast, you can hear section chair Scott Sheefel discuss MaD's top areas of interest for 2015. Look for more interesting podcasts coming soon.

## UPCOMING MEETING SESSIONS

MaD will be sponsoring the following sessions at the Annual Meeting in October:

- Session 21: Panel Discussion: Product Innovation for Life Insurance Through Agent Owned Reinsurance Companies
- Session 108: Panel Discussion: Trends in the Worksite Market
- Session 152: Panel Discussion: Predictive Modeling for Actuaries: Predictive Analytics for Marketing & Distribution and Why Actuaries Should Care
- Session 165: Open Forum: New Trends in Critical Illness Insurance Markets

Annual Meeting Networking Event—Sunday, Oct. 11, from 4–7 p.m.

Join the Reinsurance, Product Development and MaD Sections at a fun networking event that will give you a chance to keep up with the Sunday afternoon NFL games while you enjoy a game of pool, darts or foosball, mingle and build your professional connections.

Annual Meeting Hot Breakfast—Tuesday, Oct. 13, 7:15 a.m.

## LINKEDIN

Are you LinkedIn? Join MaD's LinkedIn group to hear the latest news on our continuing middle market research, sessions at SOA meetings, upcoming webinars and articles of interest. [Click here](#) to join.

You do need to have a LinkedIn account to join the MaD LinkedIn group, but creating an account is free and easy. LinkedIn is a great way to stay connected with other actuaries and professionals.

## MEMBER INVOLVEMENT

For anyone interested in getting involved with MaD, a great way to get started is by becoming a friend of the council. By doing so, you can join in on monthly conference calls with the council and find additional opportunities to participate in section activities. To become a friend, simply contact any [member of the council](#). ■

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