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By Marketing and Distribution Section

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The Marketing and Distribution Section invites you to join us for one or more of the following sessions at the 2010 Annual Meeting in New York, October 17-20.

Sunday October 17, 5:00–7:00 p.m.

Marketing and Distribution and Health Sections Joint Wine and Cheese Reception

At this evening reception attendees will meet friends, make new acquaintances and share valuable information with fellow actuaries in a relaxed setting.

Monday October 18, 7:15–8:15 a.m.

Marketing and Distribution Section Hot Breakfast

Presenters include Andy Ferris and Mike Kaster

Take advantage of this opportunity to network with members of the Marketing and Distribution Section and learn about Section activities while enjoying a delicious and hot buffet breakfast. Section council members will share recent and ongoing initiatives, and they will solicit your feedback. Outgoing and incoming council members will be recognized.

Monday October 18, 10:30 a.m.–Noon

Electronic Commerce in the Life Insurance Industry

Presenters include John Lucas, David Moore and Michael Palace

Are you thinking about marketing your term or final expense product directly to consumers via the Internet? Or maybe you already have Internet sales that aren't delivering the top-line or bottom-line results you expected. The fact is it's not "business as usual" on the Internet—consumers and companies play by different rules. Technology continues to advance; regulations continue to evolve. Attend this session and learn the "state of the art" when it comes to selling life insurance on the Internet.

Monday October 18, 2:30–4:00 p.m.

So You Want to Offer Combination Products

Co-sponsored by the Long Term Care Insurance Section

Presenters include Jeff Drake and Bruce Moon

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Does your company or a client want to introduce a product that combines long-term care insurance with life insurance or an annuity? You are very familiar with LTC, life insurance, or annuity needs and constraints, based on your background, but the "other product" may feel like a foreign language to you. You may even feel you know so little that you're not sure where to start. How do the separate risks interact? What are the appropriate assumptions? What are the reserve and capital requirements? What set of statutes and regulations will regulators use to review the product for approval? How are these products marketed and sold? If you attend this session, you will learn the most important design, pricing and marketing considerations for product success and the pitfalls you need to avoid.

Tuesday October 19, 2:30-4:00 p.m.

The Future Effects of Emerging Changes on Life Insurance Products and Distribution

Presenters include Richard W. Hekeler, Ph.D. and Lucian Lombardi

Many factors currently influence life insurance distribution and product designs: society, technology, regulation, consumerism, economic trends, consumer attitudes and behaviors, and more. LIMRA and the Marketing and Distribution Section recently partnered to study these factors with the goal of understanding their probable impacts now and for the next five years on consumers' risk protection needs and their expectations regarding product delivery. Research findings will be presented to attendees, who will leave the session with a better understanding of consumers' future product and distribution needs.

Wednesday October 20, 10:45 a.m.-Noon

Serving the Middle Market

Presenters include Brian Grigg, and Jeff Shaw

Selling products to the "middle market" isn't easy. Consumers in this market have many competing financial priorities, and they do not have much discretionary income, so getting them to buy insurance before spending it on a product with a more immediate feel-good impact is a tall order. First, the market must be clearly defined. Then the product offering must be one that "middle market" consumers can affordably prioritize against their myriad of competing economic goals. Finally, product delivery must occur in a mode that these consumers frequent. Panelists will compare definitions of the "middle market," share profiles of consumers that live in that market, suggest products that interest those consumers, and identify insurance needs in this market that are not being met. Attend this session and learn what it takes to be a successful "middle market company."

Thank you Jeffrey E. Johnson for representing the Marketing and Distribution Section on the 2010 Annual Meeting Program Committee and coordinating these sessions.

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