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The Marketing and Distribution Section invites you to join us for one or more of the following sessions at the 2011 Annual Meeting in Chicago, October 16-19.

Sunday October 16, 5:00–7:00 p.m.

Joint Product Development and Marketing & Distribution Sections Networking Reception at Harry Caray's Tavern

Stop in at the Joint Product Development and Marketing & Distribution Sections Networking Reception to kick off your annual meeting experience. Located at Navy Pier, Chicago's most visited attraction, Harry Caray's Tavern is on the beautiful waterfront of Lake Michigan. Enjoy open bar, Chicago-themed buffet and the Chicago Sports Museum featuring a rotating collection of sports memorabilia.

Monday October 17, 7:00–7:45 a.m.

Marketing and Distribution Section Hot Breakfast

Take advantage of this opportunity to network with members of the Marketing and Distribution Section and learn about various insurance marketing and distribution issues 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.

Tuesday October 18, 2:00–3:15 p.m.

Emerging Technologies and the Future of Insurance Distribution—Part 1

Typically new technologies have simply been applied to the traditional insurance sales model without really considering how that model might be changed to take advantage of the technology. This session will be one of two that will look at how business analytic tools and technologies such as artificial intelligence (AI), predictive analytics, automated underwriting and integrated sales platforms could be used with a new sales rep model to create one of the distribution channels of

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the future.

This first session will specifically focus on AI as a marketing tool, automated underwriting's impact on the sales process and using predictive analytics to deploy resources. While this session is intended as a lead-in to the second part where potential changes to the traditional sales model will be discussed, the content presented in this session is meant to stand on its own.

Tuesday October 18, 3:45–5:00 p.m.

Emerging Technologies and the future of Insurance Distribution-
Part 2

This second session will specifically focus on sales platforms integrated with AI marketing tools, customer relationship management (CRM) and automated underwriting and how the sales rep's role might change to fully take advantage of these integrated technologies. While this session is intended as a follow-on to Part 1, where various emerging technologies will be presented, the content presented in this session is meant to stand on its own.

475 North Martingale Road, Suite 600 Schaumburg, Illinois 60173
Phone: 847.706.3500 Fax: 847.706.3599 www.soa.org

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