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MaD Happenings

By Marketing and Distribution Section

MaD will be sponsoring or co-sponsoring the following sessions at the SOA Life and Annuity Symposium in Seattle, May 8–9. Please see the meeting program and registration page for more details. [<https://www.soa.org/prof-dev/events/2017-Life---Annuity-Symposium/>]

- Session 2 Networking Event: Dinner and Seattle Underground Tour
- Session 13 Panel Discussion: Improve Client Acquisition via Analytics ... And Actuaries!
- Session 38 Panel Discussion: Shifting Gears to Accelerate Life Insurance Ownership
- Sessions 49 and 59 Panel Discussion: InsureTech Startups: Insider Perspectives
- Session 70 Lecture: Beg, Borrow, and Steal—Innovations Around the World

WEBPAGE

The Marketing and Distribution Section is pleased to introduce our newly designed section webpage. The section home page will be updated consistently throughout the year with the activities and offerings of the section. You will note that there



are now tabs at the top of each section’s home page, including a “newsletter” tab. You can quickly access the section newsletters by clicking on this tab.

Visit the Marketing and Distribution Section webpage to see what is new and while you are there check out the new SOA Engage website to find communities and discussion topics that may interest you.

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. ■