



# MaD's 2020 Vision and Beyond: Content and Distribution

By Nick Ortner and Mike Prendes

**A**s Brendan speaks to in the Chairperson's Corner, as a section we are pursuing two primary themes: "understanding distribution" and "marketing analytics."

## THEME: UNDERSTANDING DISTRIBUTION

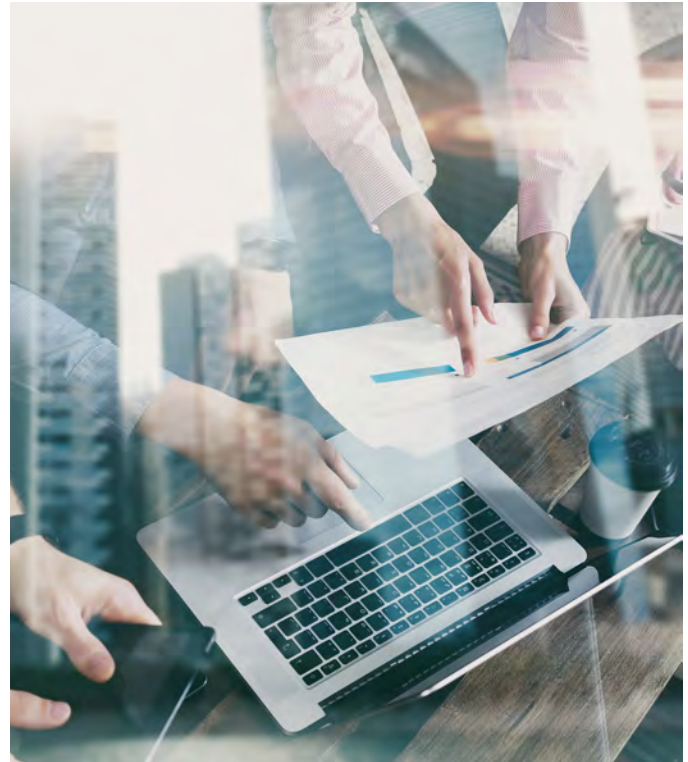
We might also refer to this theme as "distribution 101" in trying to align understanding of distribution and answer industry and market-specific questions such as:

- Who distributes/sells products?
- How is distribution compensated?
- What services are necessary to support distribution?
- What are important regulatory challenges for distribution?

In exploring such questions, we will also strive to summarize and provide definition and depth to some of the language that you may hear related to distribution. We will further aim to provide perspectives on the concepts of "marketing" and "sales" through consideration of specific principles and concepts. Such perspective shall include how these concepts may interact and differ, as well as an exploration of the specific functions within a sales cycle.

## THEME: MARKETING ANALYTICS

Our second theme, "marketing analytics," will take a different direction, looking to the cutting edge of how parties may leverage predictive analytics and other related business intelligence capabilities for marketing and distribution functions. Our content will cover a broad spectrum of focus areas, ranging from technical perspectives and applications, to important soft-skill perspectives on using and working with analytics in a marketing setting.



As we explore this theme, our hope is to gain perspectives both from how firms in the financial services industry are currently using these tools, and also create line of sight to innovation in other sectors such as retail and technology. Within the financial services and insurance markets, we shall also explore varied product areas, market types, and technology subtopics as to provide educational value to a broad range of actuaries and MaD members.

## BUILDING RELATIONSHIPS AND CROSS-PROMOTING

In addition to focusing on the two primary themes noted above, a third emphasis for 2020 is developing and strengthening relationships with a variety of parties: the SOA itself, other SOA sections, and possibly professional organizations outside the actuarial space where there may be marketing and distribution synergy.

With the SOA itself, we are coordinating with Mike Nowak (senior content specialist) to better align with the SOA's approach and develop targeted messaging, creative content and social media presence on LinkedIn to distribute valuable content. We also expect to continue collaborating with a variety of other sections such as Reinsurance, Product Development, Health, and Predictive Analytics and Futurism for content and research promotion and opportunities.

We are pursuing two primary themes: “understanding distribution” and “marketing analytics.”

By enhancing these relationships and establishing a stronger social media presence, we expect to be able to push more content across a variety of channels to our membership and the SOA at large. Our objective in terms of content channel optimization is to expand our focus outside traditional newsletter distribution to other share-able areas such as podcasts and webcasts. While we shall continue to provide terrific articles through NewsDirect, these alternative delivery channels represent an opportunity to provide more agile, concise, and varied content from a diverse collection of subject matter experts from across the industry.

While we target further expansion of our connections inside the SOA and to the actuarial industry at large, we also are actively reviewing relationships with renowned research and thought leadership entities outside the actuarial space. Our vision is that

the sharing, dissemination, and cross-promotion of content with these organizations may realize substantial knowledge and awareness value of specific topics and important industry issues for MaD membership. We are optimistic about the prospects for additional specific initiatives related to this effort in the near future.

With this expanded plan for content development, and a strategy of cross-promotion with other sections' content, our aim is to build a significantly stronger online presence as a section. We hope, in time, that such an expanded presence serves to deliver engaging content for our readership and membership and spread MaD's influence. ■



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