**2020 Retirement Industry Conference**

*April 22-24, 2020*

*The Grand America Hotel, Salt Lake City, UT*

**Session Proposal Form**

Please return completed form by July 31, 2019 to [RIC2020@list.soa.org](mailto:RIC2020@list.soa.org)

**Session Title**

The title should be no longer than **8 words** and creatively reflect the workshop topic. Catch the reader’s eye!

See sample titles below.

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**Description**

Attract session attendees with a **brief** description (approximately 80 words, no bullets) that introduces your topic and includes concrete take-aways. Please create your description from the attendees’ viewpoint. Why do they need to attend this session? What is the benefit to them? See sample descriptions below.

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**SAMPLE TITLES AND DESCRIPTIONS**

**What's Old is New: Aging Consumer Needs and Who Pays?**

Did you know that in the U.S., insurance makes up just 11% of the total amount needed to fund aging people's needs? To make our solutions more relevant to seniors, we need to better understand their widely varying needs and how they make decisions. Learn about better ways to segment the market, how to build winning solutions and what will make products more likely to be purchased. Leave with insights and fresh ideas from consumer research.

**What Do RIAs Really Think of Annuities?**

RIAs and annuities may be an unlikely pairing, but it can be an effective one. With continued growth in the RIA channel and movement to fee-based models, there is an opportunity in this market. RIAs themselves will discuss how annuities can complement solutions offered to clients, and panelists from various aspects of the RIA channel will share how annuity providers should (and should not) approach this growing market.

**Presenter INFORMATION**

*Note: Maximum number of presenters, including moderator, should be 4.*

Provide presenters’ names, professional designations, titles, companies, and e-mail addresses:

1. Moderate only? \_\_\_\_  
2. \_   
3.

4.

Is this session fully recruited? Yes \_\_\_ No \_\_\_

Provide additional information on the status of this session: