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NTM Sessions at Annual SOA Meeting Offer Something for Everyone

by Carl E. Meier

Have you had a chance to review the packet announcing this year's annual SOA meeting in San Francisco yet? This 50th anniversary meeting promises to be something very special, and we hope you're planning to be in attendance.

As always, the session topics cover a wide range of interests, both general and very specific, no matter what your specialty. We would particularly like to direct your attention to the presentations that the Nontraditional Marketing Section is sponsoring. Rather than sticking to any one overall theme, we've tried to provide a little something for everyone, and we've lined up some first-rate presenters to conduct these sessions as well. Take a look at what we have to offer:

Monday, October 18

10:30 AM - 12:00 PM
Session 131
Nontraditional Marketing:
The Next 50 Years

Interviewer:
Jay M. Jaffe, FSA, President, Actuarial Enterprises Ltd.

Interviewees:
John C. Adiletti, Senior Vice President, Civil Service Employees Insurance

Walter H. Roder, II, Rodering, Inc.

Dan Snyder, President, Abacus Direct Corporation

Not too many years ago, worksite marketing of life and health insurance was considered "nontraditional." Today, bancassurance would be classified that way. Direct marketing probably still qualifies as "nontraditional," but the techniques being employed there have changed markedly from what they once were.

In this session, the interviewees will share their insights into how such nontraditional methods of distributing our products are continuing to evolve and will offer their views on what sort of future that evolution may lead to for our industry.

This session will increase your understanding of how technology, demographic shifts, changes in the regulatory environment and other factors are continuing to reshape nontraditional distribution methods. It will also expose you to some of the important implications these changes have for our industry's future.

2:00 - 3:30 PM
Session 43 OF
Successful Bancassurance Programs
A Look Behind the Scenes

Moderator:
James B. Smith, Jr., FSA, Senior Vice President and Chief Actuary, American General Life & Accident Insurance Co.

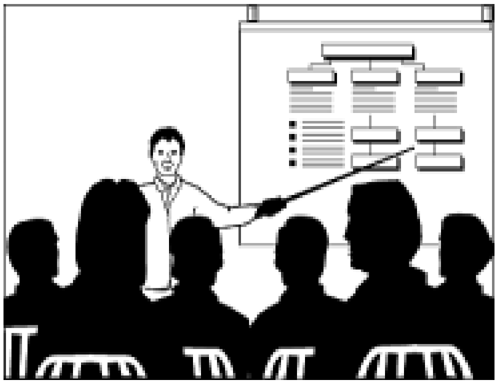
Panel:
Insurer's Perspective: Bruce W. Ferris, Assistant Vice President — Investment Product Sales, Hartford Life Insurance Company

Banker's Perspective: Jack LaSalle, Senior Vice President, Sales Manager, Cal Fed Investments

Third Party Marketer's Perspective: Kevin Crowe, Chairman & Chief Executive Officer, Essex Corporation

With over $28 billion of insurance sales in 1998, banks have demonstrated that they are significant distributors of insurance, utilizing a wide range of products and distribution channels. Each of our panelists for this session will discuss a case study involving a successful bancassurance program, focusing on:

- targeted customer segments
- insurance products involved



- distribution channels utilized
- selling/underwriting/issue processes
- refinements to the initial offering
- key success factors
- sales results

This session explores how the various parties in a bancassurance venture differ in their assessment of and approach to the opportunities and challenges involved in such a program. It also provides some very practical insights into what the different parties feel it takes to conduct a successful bancassurance program.

Tuesday, October 19

10:00 - 11:30 AM
Session 88L
Developing Customer Intimacy

Moderator:
Carl E. Meier, FSA, Second Vice President and Actuary, PanAmerican Life Insurance Co.

Lecturer:
James M. Lattin, Associate Professor, Marketing/Management, Graduate School of Business, Stanford University

Professor Lattin will discuss the concept of a sustainable competitive advantage, and why it is critical to success in a competitive market such as the one for financial services. He will then explain the concept of customer intimacy and

(continued on page 8, column 1)

NTM Sessions at Annual SOA Meeting Offer Something for Everyone
from page 7

how it can help a company maintain a viable position in a competitive market. Finally, he will cover the information, product/ delivery, organizational and performance measurement strategies that company should follow to achieve customer intimacy. His presentation will focus particularly on a case study involving a firm within the financial services industry.

Come find out how achieving customer intimacy can help your company improve its competitive position, and what sort of strategies your company should be pursuing to develop customer intimacy.

2:00 - 3:30 PM
Session 103PD
Give Some Credit! The 50-Year History of Credit Regulation

Moderator:
Robert J. Butler, ASA, Vice President and Appointed Actuary, American Bankers Group

Panel:
Bruce Camacho, Senior Marketing Officer, American Bankers/ American Securities

William F. Burfeind, Executive Vice President, Consumer Credit Association

Gary Fagg, President, CreditRe Corp.

A lot has changed over the last 50 years with respect to credit insurance. This presentation will review some of the highlights of this history, including:

- How credit insurance regulation has developed over the years since the first such regulation was passed in 1949

- How consumers' attitudes toward credit insurance have changed since the first survey of such attitudes was conducted by the state of Colorado in 1951

- How the products and marketplace have changed and grown over the years

- How the Consumer Credit Insurance Association has evolved since its founding in 1951

Our panelists will then turn their focus to the future and where the credit insurance industry is heading in such areas as the development of new products, consumer attitudes, further changes in regulation, and new methods of marketing the products.

This session is the perfect way to gain a better understanding of the evolution of credit insurance in the U.S., where the industry stands today, and the outlook for the near future.

4:00 - 5:00 PM
Session 117SM
Reception

Once again, the Nontraditional Marketing Section provides an excellent opportunity to network with other Section members at our wine and cheese reception (beer and other munchies also provided). There will also be a brief business meeting at which the new Section Council members will be introduced.

Wednesday, October 20

8:00 - 9:30 AM
Session 138I
Life Insurance and the Internet: Where Do We Go from Here?

Interviewer:
Steven L. Ostlund, FSA, Actuarial Consulting

Interviewees:
Warren Cohen, FSA, Vice President and Actuary, CIGNA Group Insurance

M. Gordon Gaddy, Founder and Board Member, InsWeb Corporation

Kevin Gough, Vice President, Conning & Co.

Gregory M. Mateja, Vice President, Internet Distribution Group, Hartford Insurance Group

Internet marketing represents the next frontier for the life insurance industry. Included in the panel are representatives of companies that are making use of the Internet today and which plan to do even more in the future. The panelists will share with the audience their companies' past successes and failures, as well as what is happening currently, and offer their views on how this distribution channel will impact our industry in the next few years.

This session will increase your appreciation of both the opportunities and the potential problems that the Internet might hold for life insurers. This understanding could be quite valuable to you as you face the issue of how your own company can utilize the Internet to its best advantage.

There you have it. And those are just the NTM Section offerings. This is a meeting you don't want to miss. Sessions are filling up fast, so act quickly or you may be disappointed!

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