

DIGITAL INSURANCE SUMMIT

The Only Customer-First
Digital Insurance
Conference

2020 Early Agenda

July 27 - 28, 2020
Renaissance Chicago, IL



Sponsors:



Produced by:



Content. Conversations. Connections.

Why Digital Insurance is Must Attend



Built and Designed By You, For You

Learn from an agenda that is 100% focused on your biggest challenges and opportunities. Our content is created through months of copious research with top execs from Nationwide, Metromile, State Farm, Liberty Mutual, Marsh, Hippo, Northwestern Mutual, and many more just like you. You'll leave with your own customer-first digital playbook to navigate your sharpest digital acquisition and CX strategies.



Learn From Those Leading The Way

Get actionable insights to transform your digital customer acquisition and experience. You'll hear from the trendsetters, visionaries, and trailblazers that are revolutionizing the insurance industry. You'll gain exclusive, never before seen perspectives on advanced personalization, championing faster digital transformation, the future of the industry's digital customer experience, and more.



The Most Interactive Digital Insurance Event, Ever

Build connections like never before. Benefit from tons of interactivity with over 10 hours of discussion groups, creative boardrooms, roundtables, and structured networking activities every day. This is your opportunity to develop relationships, make new contacts, and speak "off-the-record" with your peers. You'll come as an attendee, and leave as part of a community.

DIGITAL INSURANCE SUMMIT

Digital Transformation. Acquisition. Customer Experience.

The Digital Insurance Summit is the only conference gathering digital innovators from carriers, insurtechs, agencies and brokers to discuss strategies for acquiring and better serving your customers. Your customers need you. The Digital Insurance Summit will give you the strategies and tools to strengthen your brand experience, keep customers loyal, and embolden trust.



Trusted By The Best

Real Reviews from Real Attendees



“

A MUST ATTEND EVENT!

If you are a customer-first insurance leader, this is a must-attend event. It's not just about the shiny technology, it's about how acquire, retain, and delight your customers digitally, on a ground-breaking level.”

Ric Starost, Vice President of Marketing, Tokio Marine HCC - Medical Insurance Services Group



“

THE MOST EFFECTIVE STRATEGIES!

Truly inspired and impressed. This is the perfect place to learn the most effective digital customer acquisition and experience trends in the insurance space. I've gained strategies that have helped us grow, and take us to the next level. The topics covered are really timely and I appreciate how much research has gone into building the event.”

Sue Hoffman AVP, CLA Customer Experience, Colonial Life



“

INSPIRATIONAL SPEAKERS!

Genuinely top-notch speakers and inspirational, transformative content! We've learned some really exclusive, awe-inspiring ideas and fresh perspectives we are gong to use to elevate our insurance standards.”

Nick Graymire, Marketing, Wyandot Mutual Insurance Company

Trusted By The Best

Real Reviews from Real Attendees



“

A LOOK INTO THE FUTURE

Digital Insurance Summit is the place to go to a real pulse on not only what's happening in the industry, but what's changing in the future. It's important to know what technologies and initiatives will be game-changers, and I get that information only at this show.”

Amanda Borodaty, Marketing Manager, AGIA Affinity



“

PEER LED COMMUNITY

I loved that I was able to hear successes, as well as pitfalls. That was unique. It showed me that this is a true peer-led community. We have all learned a ton from each other. Can't wait for the next one!”

Prateek Tandon, Sr. Program Manager/relationship Manager, Aflac



“

ACTIONABLE TACTICS

I like the mix of sessions at Digital Insurance Summit ... roundtables, workshops, interactive panels. There's a great flow to the conference – and all of the interactions with my peers didn't feel forced. I walked away with tactics, connections and had a lot of fun!”

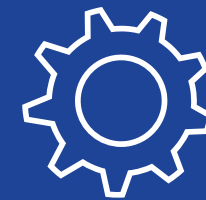
Jim Suchara, VP of Digital Innovation, Amerisure Companies

Conference Themes

An Agenda Designed to Bring You The Best Digital Strategies



Experiments, Agility, And Obsession:
Disrupting The Prospect Experience



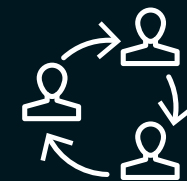
Moving Up By Meeting In The Middle:
What InsureTechs And Carriers Can
Learn From Each Other



Dispelling The 5 Biggest Myths
of InsurTech



Designing The Digital Bond: Creativity,
Connection And The Rich Rewards Of
The Human Message



Listen Up! Hearing The Voice Of The
Customer And Committing To The CX
Revolution



The Culture Of Connectivity:
Fostering an Environment of Change
(*and more change)

All The Major Players in One Place.



They're Brave. Bold. Visionary.

They're all Speaking at Digital Insurance



Sandip Chatterjee
SVP, Digital, Product & Analytics
Marsh



Eric Hamilton
VP, Financial Wellness Engagement
Prudential Financial



Ritesh Saraf
VP, Product, Technology and Customer Experience
State Farm



Kevin Charpentier
SVP of Operations and Project Management, Global Affinity
Marsh



Roman Geyzer
Senior Director, Product Strategy
Northwestern Mutual



Jeff Briglia
Chief Insurance Officer
Metromile



Paul Regan
Global Vice President, Digital Marketing
Manulife & John Hancock



Jamie Hale
CEO
Ladder



Julie Wilkes
Staff Vice President, Digital Experience & Product Management
Anthem



Monika Johnson
AVP, Operations Consulting & Support
Nationwide



Rick McCathron
Chief Insurance Officer
Hippo



Tod Kiryazov
Head of Product
Insurify



Julie Zimmer
Chief Operating Officer
Embroker



Ciaran Rogers
Head Of Performance Marketing
Ladder



Ketu Mehta
Former Chief Strategy Officer, **Hub International**, Board Advisor to **RIMS** & Vice Chair of the **TriState Diversity Council**



Rajesh Kalidindi
Principal User Research and Accessibility Lead
Liberty Mutual Insurance

They're Brave. Bold. Visionary.

They're all Speaking at Digital Insurance



Brian Poppe
SVP, Departing Well
Solutions
Mutual of Omaha



Linda Goldstein
EVP, Customer
Experience and
Marketing
**CSAA Insurance Group
(AAA Insurer)**



Sapana Nanuwa
Head of Brand and
Marketing Strategy
**EPIC Insurance Brokers
and Consultants**



Melissa Person-Ashforth
Senior Director, API
Integration and Digital
Ecosystem
CVS Health



Darcy Shaprio
Head of Insurance for the
Americas
Cover Genius



Josh Edwards
Head Of Data Science
Pekin Insurance



Andrea Barlow
Senior Consultant, Digital
Product Manager
Nationwide



Christina Freeman
VP, Product Marketing
The Zebra



Missy Acosta
VP, Brand Strategy
**Delta Dental of
Tennessee**



Teddi Burress
Senior Consultant,
Customer Effortless
Experience
Nationwide



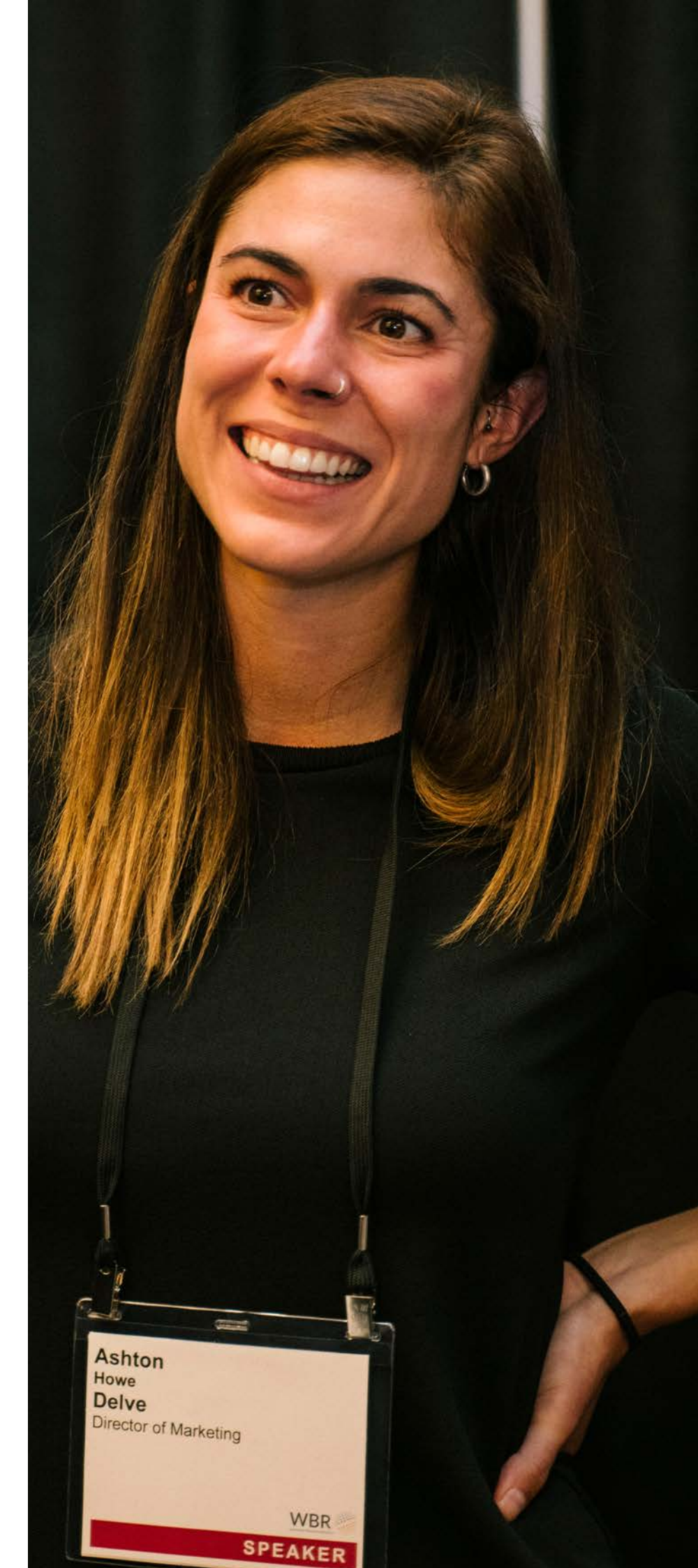
Cindy Heismeyer
VP, Director of Marketing
Selective Insurance



Christopher Frankland
Founder
InsurTech360



Jim Albert
Chairman and Founder
Neptune Flood Insurance



Agenda At A Glance

Day One – Monday, July 27, 2020

Catch Me If You Can: Capturing The Consumer of Tomorrow In The Digital Age

KEYNOTE PRESENTATION: Experiments, Agility, And Obsession: Disrupting The Prospect Experience

KEYNOTE CASE STUDY: Designing The Digital Bond: Creativity, Connection And The Rich Rewards Of The Human Message

KEYNOTE PANEL: High Velocity: The Road To 2030 And The Rapidly Evolving Age Of Acquisition

CREATIVE BOARDROOM: Emerging Tech 101

KEYNOTE FIRESIDE CHAT: Moving Up By Meeting In The Middle: What InsureTechs And Carriers Can Learn From Each Other

Networking Break

PANEL: Every Day In A Different Way: Sharpening Your Omni Marketing Strategy

FOCUS GROUP PANEL: Across the Ages: Laser Targeting Your Digital Approach, No Matter What The Generation

Vertical Networking Roundtables

TRACK A: I've Done This-Now What?

PANEL: What Goes Up, Must Go...Up: Taking Digital Insurance To New Heights

DUAL FIRESIDE CHAT: Partner Up: The Benefits And Pitfalls Of The Insuretech and Carrier Partnership

TRACK B: How Do I Do This?

INTERACTIVE CASE STUDY: Engagement In The Digital Age: Transforming Your Customer Engagement Program

PANEL: Dickey Digital Detours, Pitfalls On the Path-to-Purchase, and Reeling Into Recovery

TRACK C: Advanced Engagement & Loyalty

INTERACTIVE CASE STUDY: Go Big or Go Home: An Insurers Journey Of Success Trough Data-Driven Decision Making and the Magical World Of Machine Learning

PANEL: 360-Degree Customer Engagement –The Secret To Brand Loyalty

CREATIVE BOARDROOM: Perfectly Aligned: Elevating the Customer Service Journey

KEYNOTE PANEL: The Culture Of Connectivity: Fostering an Environment of Change (*and more change)

Cocktail Reception

Agenda At A Glance

Day Two – Tuesday, July 28, 2020

Designing The Ultimate Customer Experience Strategy

KEYNOTE PRESENTATION:

Changing The CX Game: The Rapid Evolution Of Technology And Its Impact On The Customer Experience

KEYNOTE PANEL: Listen Up! Hearing The Voice Of The Customer And Committing To The CX Revolution

KEYNOTE PRESENTATION:

Usage-Based Insurance: No Longer an Experiment

ROUNDTABLE ROTATION

CREATIVE BOARDROOM: Down to Business: Best Practices In Digital B2B Acquisition

KEYNOTE FIRESIDE: Dispelling The 5 Biggest Myths Of InsurTech

TRACK A: Data & Analytics

TRACK B: Laying The Groundwork For The Future

TRACK C: Web & Mobile

CREATIVE BOARDROOM: Competing With National Brands On A Regional Budget

WORKSHOP: Tell Me What You Really Think: Mastering Your Customer Feedback Analysis

INTERACTIVE CASE STUDY: Crossing Over: Leveraging Synergies For Digital Implementation

WORKSHOP: Measuring Your Digital Performance: An Audit Workshop

CASE STUDY: 5 Timeless Lessons From Other Industries That Provide A Roadmap To Success In Insurance: A Case Study From A Winning Startup

KEYNOTE: Design Choices That Make Or Break Millions Of Dollars: The Impact Of Great Design Ideas On Users Experience

PANEL: Ask The Experts: Advisory Board Summation Panel



Sponsorship & Exhibiting Opportunities Are Extremely Limited!

Interested in sponsoring Digital Insurance? Contact Brad Lockwood today!



Contact Brad Lockwood at 646-200-7455 or Brad.Lockwood@wbresearch.com

Looking after the Sponsorship and Exhibition sales for Digital Insurance 2020, Brad is here to help put together a customized sponsorship package that will ensure your product is reaching the people you want it to reach.



Access to 400+ senior digital innovators from top insurance companies, agencies, brokers, and insurtechs.



Networking opportunities, one-to-one meetings and face-to-face interaction.



Customized sponsorship options to competitively position your brand.



Tons of traffic in the Solutions Zone during networking breaks and receptions.



Venue

Renaissance Chicago

1 West Upper Wacker Drive
Chicago, IL 60601
(312) 372-7200
www.marriott.com



Meeting Dates

Monday, July 27 to
Tuesday, July 28, 2020

Rates: You will receive instructions on how to book once you register online or with our sales team. Rooms are limited and are on a first come, first serve basis so make your reservations as soon as possible. **The discounted rate is available until Monday, July 6, 2020** or until the room block is full, whichever comes first. After this date, rooms may still be available, so inquire with the hotel if you have missed the cut-off date.

Please note that this room block information is only released to registered, fully paid Digital Insurance attendees, speakers or sponsors. This information is not transferrable to outside parties. Digital Insurance reserves the right to cancel any reservations that do not belong to current, registered attendees or speakers

Conference Pricing

Insurance Companies, Brokers, Agencies, InsurTech, Government

Two Day Conference
(July 27 - 28, 2020)

\$1,599

\$899

Register by Feb 28 | Save \$700

✓ Take a giant leap forward as a leader in your organization

✓ Get insider secrets from the brightest in the industry

✓ Make new friends and contacts during networking events

✓ Get access to select presentations after conference

✓ Includes all meals and refreshments during conference

REGISTER

Team Discounts for Insurance Companies, Brokers, Agencies, InsurTech, Government

Groups of 3-4:

20% discount off of current tier

Groups of 5-7:

25% discount off of current tier

Groups of 8+:

35% discount off of current tier

For large teams:

Please call 1-888-482-6012

REGISTER

Solution Providers, Consultants & Other Service Providers

Two Day Conference
(July 27 - 28, 2020)

\$3,199

✓ Meet executives looking to buy your solutions

✓ Get insider secrets from the brightest in the industry

✓ Make new friends and contacts during networking events

✓ Get access to select presentations after conference

✓ Includes all meals and refreshments during conference

REGISTER

Disclaimers

Discount price available for Practitioners only.

Standard rate pertains to all others, including solution providers.