



4<sup>TH</sup> ANNUAL

Insurance-Canada.ca

# Executive FORUM

Tuesday, August 30, 2016

SHERATON CENTRE TORONTO  
DOMINION BALLROOM

## Become a sponsor of Insurance-Canada.ca's Executive Forum 2016 Turning Insurance Outside-In

**Leading analysts and practitioners agree: To meet customer expectations over the next decade, we need to turn insurance Outside-In.**

Customers are comparing insurance products and services against a wide range of offerings and suppliers, not just competing insurance companies. Opportunistic organizations are targeting the insurance industry for disruption, using customer experience as a wedge.

The key to success is to meet – and exceed – customer expectations through continuous improvements in the total customer experience. The Outside-In approach includes sophisticated digital and analytics methodologies, governed by senior executive strategic oversight, to underpin the process.

The 2016 Insurance-Canada.ca Executive Forum will bring together a faculty that understands – and lives – the broader customer experience from a variety of perspectives. We are including executives from outside the P&C community to share their successes and challenges.

**Join your colleagues at the 2016 Insurance-Canada.ca Executive Forum to see how insurance looks – from the Outside-In.**

### **Who Should Attend:**

- CEOs and COOs, to understand business model implications of new technologies;
- CIOs, CFOs, CROs, for planning, prioritization, and risk management;
- Underwriting, claims and actuarial officers for quantification of technology impacts;
- Marketing officers for planning segmentation, targeting and engagement strategies;
- Broker principals and partners for strategic and operational planning.

**If your company can provide an executive level perspective on the impact of emerging technologies on business plans, and, potentially, business models, then the Executive Forum is designed for you.**

**Showcase your thought leadership, meet and mingle with senior industry executives and increase your company's visibility, while building and strengthening relationships.**

### **For more information, please contact:**

**Kathryn Bertsch:** kathryn.bertsch@insurance-canada.ca, 416-244-4361

**Doug Grant:** doug.grant@insurance-canada.ca, 416-921-7756

**Patrick Vice:** patrick.vice@insurance-canada.ca, 416-540-3008

For complete details, please visit [www.insurance-canada.ca/icef](http://www.insurance-canada.ca/icef)

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Where insurance and technology meet



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## Sponsor packages

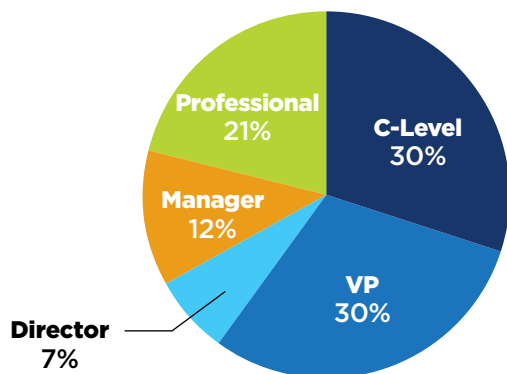
ITEM	PLATINUM \$7,750	GOLD \$5,750	SILVER \$4,250	BRONZE \$2,750
Company logo on all promotional materials & delegate kit	✓	✓	✓	✓
Delegate registrations	3	3	3	2
Participate in a Leadership session and panel discussion	✓			
Participate in a Strategy session OR 2 panel discussions		✓		
Participate in a panel discussion			✓	
Blog post on Insurance-Canada.ca	✓	✓		
Elective Dollars to customize your sponsor package	\$2,000	\$1,500	\$1,000	\$750

## Electives

- **\$750** - Meal/coffee break sponsor (2 sponsors max)
- **\$750** - Registration Desk sponsor (2 sponsors max)
- **\$750** - Sales flyer (2-page max) in delegate kit
- **\$750** - Reception sponsor (2 sponsors max)
- **\$650** - Additional registration
- **50% off** any marketing services offered by Insurance-Canada.ca (up to \$2,000 in electives)\*  
*\*must be used by December 31, 2016*

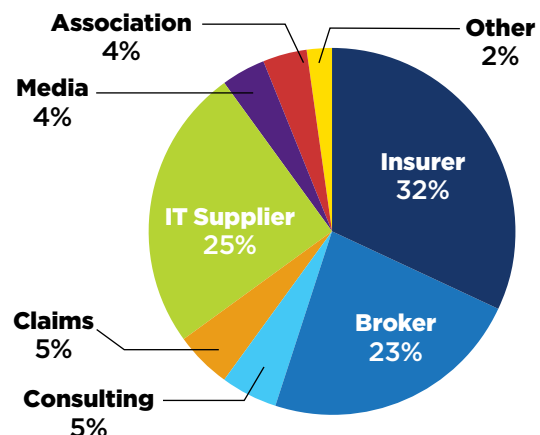
### ICEF 2015

#### Delegate Job Level



### ICEF 2015

#### Delegates by Type of Firm



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