

Operational Strategies Conference

*Game Player or Game Changer?
Agility in Disruptive Times*



2017

22 - 23 May

Le Meridien, Kuala Lumpur, Malaysia

This can't-miss event will present new trends, tools, and best practices for enhancing back office operations, including:

- ▼ Creating **holistic business strategies** that span your organization
- ▼ Using **blockchain technology** to transform claims processing
- ▼ Staying connected to clients in this **digital age**
- ▼ **Developing employees** to boost your company's future success
- ▼ Strengthening the **operations-sales partnership**



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GAME PLAYER OR GAME CHANGER? AGILITY IN DISRUPTIVE TIMES

Why Attend?

Attendees from the 2015 Operational Strategies Conference came away from the event feeling like they were “equipped with new tools to measure and improve productivity.” The overall content was “very future-oriented, well explained, and quite timely.” People most enjoyed the “statistics from research, sharing of case studies, and excellent selection of topics.” We will bring you even more in a bigger and better format for 2017!

Attendees will spend two days learning new strategies, previewing leading-edge solutions, and connecting with industry peers. Presenters will highlight the latest trends in operational management with exclusive case studies, research, and executive panels. The numerous networking opportunities are ideal for informal idea exchanges and brainstorming.



Who Should Attend the Operational Strategies Conference?

Personnel involved with the back office operations at financial services and life insurance companies in the Asia Pacific. Department heads, executives, and their teams who are responsible for Customer Service, Human Resources, Operations, BPO relationships, Call Centers, Claims, Talent Management, Marketing, and IT will all benefit from sessions providing the latest developments on how their company can:

- Revolutionize client communication
- Create holistic, organization-wide strategies
- Renew its focus on talent retention
- Develop employees to boost company success
- Modernize underwriting
- Use blockchain technology to transform claims processing and customer service
- Embrace digital disruption
- And more!

Opening Keynote Speaker



JEREMY BLAIN

*Regional Managing Director
Cegos Asia Pacific*

Jeremy Blain is a Managing Partner of Cegos Group and also leads their Asia Pacific operations and activities from the company's Singapore hub. Prior to this, he was responsible for Cegos' strategy for international expansion through a value-adding global network of partners and, before that, as Managing Director of Cegos UK. Jeremy has over 16 years' experience in the learning and development industry as a managing director, partner, trainer, coach, and program author. In previous roles at Procter and Gamble, PepsiCo, and his own point-of-sale software business, he had responsibilities in marketing, sales, operations and general management. Jeremy is a frequent international conference speaker and media commentator on learning and development; his white papers are available at www.cegos.com.sg.

He is a Fellow of the Institute of Directors (London, UK) and holds a Masters of Management (International Business) from the Australian Institute of Business, and a BA Honours from Sheffield University.

Closing Keynote Speaker



ROBIN SPECULAND

Global Pioneer & Expert in Strategy Implementation

Robin Speculand inspires leaders to change their approach to transform strategy implementation. Since assisting his first client, Singapore Airlines, over two decades ago, he has gone on to help governments, multinational corporations and local organizations across five continents to execute their strategies. Robin is also creator of the Implementation Hub — the first portal in the world dedicated to strategy implementation. It complements the implementation journey that companies must take to innovate their strategies and audit their execution capabilities. An international bestselling author, Robin's books include *Bricks to Bridges — Make Your Strategy Come Alive*, which set the benchmark for new thinking in his field; *Beyond Strategy — The Leader's Role in Successful Implementation*; *Building Your Execution Plan — 182 Strategy Implementation Questions*; and his latest, *Excellence in Execution — HOW to Implement Strategy*, which provides a new approach to adopting the right mindset, toolset, and skillset.

2017

Featured Presentations

The Future of Work — What's Coming and How to Prepare Your Organization for Success

JEREMY BLAIN

*Regional Managing Director
Cegos Asia Pacific*

In a highly interactive session that will include the use of audience live polling, Jeremy Blain uses real life examples from multiple industries to help identify what disruption looks like, and what it means to the future of our workplace. Jeremy will also present brand new research from a recent study on the five key drivers for successful organizational change, including the impact of technology, the challenges of a cross-generational workforce, increasing diversity, the future of work infrastructure, and leader/manager readiness.

Strategy Implementation Challenge

ROBIN SPECULAND

Global Pioneer & Expert in Strategy Implementation

Strategy is about making the tough choices; implementation is about taking the right actions. This straight-talking, highly engaging presentation will be invaluable to company leaders who want to avoid common pitfalls and successfully implement their strategy. Using a variety of stories, examples, and mini case studies, Robin will explore the eight areas of strategy implementation, explain an implementation success framework, and examine how leaders can identify the right actions and develop the discipline to take them.

Creating and Leading Innovation in the Korean Market in an Era of Disruption

KUMJOO HUH

*Managing Director
Kyobo Life Insurance Co., Ltd.*

Kumjoo Huh will deliver a case study revealing Kyobo Life's experiences with embracing innovation in an era of disruption. She will outline their strategy, share key challenges, and identify crucial components of the program that produced such highly successful results.

The Transformative Power of Blockchain Technology

DAVID PIESSE

*Chief Risk Officer, Guardtime & Chairman,
IIS Ambassadors*

Drawing on his extensive global risk management experience, David will outline important benefits that blockchain technology is already bringing to the insurance industry. He will provide a practical perspective on how it is transforming claims processing and improving the customer experience for life and health insurers — while boosting profitability and decreasing risk.

The Convergence of Technology: How Will Selfies, Wearables, and AI Change Insurance?

KARL RICANEK JR., Ph.D.

*Co-founder, CIO & Chief Data Scientist
Lapetus Solutions, Inc.*

The life insurance industry is ripe for a technology revolution. Other insurance industries such as auto with telematics, have already embraced the revolution. But how will new technologies change the landscape for life insurance? How will the insurance industry respond to the global rise of mobile, advancements in artificial intelligence, and the need to engage customers through social platforms? Will policies be issued based on a selfie? Will traditional applications give way to personal assistants like Alexa, Siri, or Google Voice? Attend this session for a thought-provoking glimpse into the future.

Is Your Contact Centre Ready for Destruction?

SIDNEY YUEN

*Chairman
HBC*

Managing contact center processes with measurable results is key in ensuring it successfully delights customers, generates revenue, and cuts waste. Yet many organizations do not have a well-articulated strategy in place to identify how to properly excel in those areas. This session will use benchmarks and firsthand research to pinpoint new KPIs,

Featured Presentations

behaviors, and digital tools that Contact Center Heads must embrace to become a strategically important unit and meet the expectations set by other members of senior management.

Reinventing the Life Business in the Smart Era

RAVINDER SINGH

*General Manager and Head of Life & Health
Hannover Re*

Following a near death experience 10 years ago, Ravinder Singh knew in his heart that life insurance must be affordable, simple, and instantly available to all. That led him to become the passionate founder of Malaysia's first instant-issue life insurance platform, U for Life. As a social enterprise that sprang from his vision to transform life insurance from a product that is sold to one that is bought, U for Life has revolutionized access to life insurance. In this presentation, Ravinder will share the operational challenges of issuing a policy that is underwritten online in only 10 minutes.

LOMA's Education Initiatives & The Great Eastern Story

CINDY HENRY

*Director, Learning Product Management
LOMA*

PETER LAW

*AVP & Head of Learning & Talent Management
Great Eastern Life Assurance (Malaysia) Berhad*

In this two-part presentation, Cindy and Peter will first walk attendees through the latest trends and cutting-edge developments in education and training that are being used to educate a new generation of learners. You will then hear a detailed case study of how these education trends and techniques have been embraced and successfully implemented at Great Eastern Malaysia.

Implementing Operational Strategies: Bridging the Digital Gap in the C-Suite

TROY BARNES

*Chief Customer Experience Officer
AIA Bhd.*

BOB EPNER

*Founder & CEO
Chiefofstaff.com*

A *Harvard Business Review* cover story on why company strategies unravel reports that the #1 concern for CEOs worldwide is the ability to successfully implement strategy. They report that two thirds to three quarters of these organizations struggle to implement their operational strategies. Over the next 3 to 5 years, digitization within complex enterprises will focus on creating knowledge-sharing and collaboration-cloud platforms at the strategy level. Bob Epner and Troy Barnes will discuss transformative tools for the C-Suite to drive strategy, get results, and create effective, swift, and seamless change.

Executive Panel

Strategic Talent Management: Find Them, Get Them, Keep Them

This group of executives will discuss HR's role in planning and implementing an organizational talent strategy. The discussion will include current and predicted future trends in:

- Talent acquisition and retention
- The importance of remaining visible to strengthen employee engagement
- Strategies to actively seek out diversity
- How to support a corporate culture that will evolve with the ever-changing business environment

Please visit www.limra.com/opstrategies for updates on additional presentations and speakers as they are confirmed!

2017

Registration and Hotel Details

REGISTRATION INFORMATION

Register before 14 April 2017 and Save!

LIMRA or LOMA Members: US \$999

Nonmembers: US \$1,499

Spouse/Guest: US \$99

Register after 14 April 2017

LIMRA or LOMA Members: US \$1,099

Nonmembers: US \$1,599

Spouse/Guest: US \$99

To Register: Visit www.limra.com/opstrategies and click the orange REGISTER button!

MULTIPLE REGISTRATION DISCOUNTS AVAILABLE!

For every five participants your company enrolls, you will receive a sixth registration for free. Email psasso@limra.com for more details.

NEED HELP GETTING APPROVAL?

Visit the event web page to download a customizable "Convince Your Boss" letter to get your registration funding request approved!

VENUE INFORMATION

Le Meridien Hotel

2 Jalan Stesen Sentral

50470 Kuala Lumpur, Malaysia

Telephone: +60 3 2263 7888

We have negotiated a limited number of reduced-rate hotel rooms to make your trip to Kuala Lumpur more affordable. Rooms at the group rate are limited and available on a first come, first-served basis, so be sure to book early for best selection and price!

Attendees who make their hotel reservations under the 2017 LIMRA LOMA Operational Strategies Conference group block will receive a nightly rate of MYR 478 nett (single) or MYR 524.7 nett (double) per night. This special conference group rate is available three days before and three days after the meeting dates and includes a daily buffet breakfast, in-room Wi-Fi, a 10 percent service charge and government taxes. Check in time is 15:00 and check out time is 12:00.

Cut-off date for reservations is 28 April 2017. Reservation requests received after 28 April 2017 will only be accepted on space availability, so be sure to book your rooms before this date!

To make your hotel reservations please call the hotel directly or visit www.limra.com/opstrategies for a special hotel link to book online.



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MEETING SCHEDULE

Monday, 22 May

8:30 – 9:00 a.m.
9:00 – 10:30 a.m.
10:30 – 11:00 a.m.
11:00 – 12:00 p.m.
12:00 – 1:00 p.m.
1:00 – 3:15 p.m.
3:15 – 3:45 p.m.
3:45 – 5:00 p.m.
5:00 p.m.

Welcome
Opening Keynote
Networking Break
General Session
Lunch
Concurrent Sessions
Networking Break
General Session
Reception

Tuesday, 23 May

8:45 – 9:00 a.m.
9:00 – 10:45 a.m.
10:45 – 11:15 a.m.
11:15 a.m. – 12:15 p.m.
12:15 – 1:15 p.m.
1:15 – 2:30 p.m.
2:30 – 3:00 p.m.
3:00 – 4:00 p.m.

Welcome Back
General Session
Networking Break
General Session
Lunch
Executive Panel
Networking Break
Closing Keynote

We look forward to greeting you in Kuala Lumpur!



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