

2nd Conference on Social Media & Mobile Marketing for Insurance

9 – 10 April 2013,
Marina Mandarin, Singapore

*Theme: Game Plan for Marketing &
Selling Insurance Successfully
in the Digital Era*



Special Presentation

The Rise of the Social Seller in Insurance:
How to Build Brand, Generate Leads and
Capture Data Using Social Networks

- conducting prospect segmentation through social networks
- measuring content & audience to best allocate budgets
- data capture
- tracking and measuring social media performance
- CRM integration

**Tom Skotidas, Founder & Director,
Skotidas**

Register Now!



Organised by:

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INSURANCE REVIEW**

Lead Sponsor:

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**MIDDLE EAST
INSURANCE REVIEW**

Register online at www.asiainsurance.com/social_media



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2nd Conference on Social Media & Mobile Marketing for Insurance

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Social Media must be part of your integrated marketing communications!

Social media is an integral part of marketing strategy today. From presidential campaigns to humanitarian causes, social media has become part of the whole communications fabric. The immediacy of messages and the ability of customers to express their opinions, ideas and experiences is the new norm for all marketers. The 2nd Conference on Social Media & Mobile Marketing for Insurance aims to update and give insights into how to leverage social media and mobile marketing with the best return on investment. Engagement is crucial in social media. Understand how to engage with your customer base and even track life events and stages to provide the right insurance solution.

Businesses small and large, are tapping social media to reach customers and launch new product campaigns. Insurance marketers need to focus on social media and mobile marketing to engage with customers in order to build business. With multi-channel marketing, insurers must know how to optimize social media and be able to implement the various social media and mobile marketing tools. Don't miss this information-packed conference and get the latest information on how to use social media and mobile marketing to reach, grow and cater to the needs of your target audience.

Improve your marketing strategy and get answers to:

- How do you take advantage of social networks like facebook, Twitter, LinkedIn etc.
- How to draw traffic and gain attention to your latest product or service launch?
- How maximise your ROI from social media marketing.
- Do you know how to track your followers and instill loyalty?
- Brand building – how to use the instant connection of mobile marketing and QR codes to create and sustain brand awareness
- Protection and damage control techniques to deal with adverse viral 'attacks'
- What technologies can help insurers track customer behavior and detect buying signals?

Who Should Attend

This conference will be especially relevant for all in the insurance industry who need to understand how to effectively use Social Media, Mobile and Digital Marketing to draw and engage with their client base and build new customer relationships. It is relevant for officers working in Marketing, Communications, Website & Content Management and CRM, and will be beneficial for:

CEOs, CMOs, VPs, Directors, GMs, Marketing Analysts, Risk Managers, Claims Managers, Insurance Agents, Brokers, Management Consultants, IT Providers, and Heads of Media & Communications, Direct Marketing & Loyalty Programmes, plus those working with online multi-channel campaigns and the interactive marketing landscape.

More than 200 participants from the global insurance industry attended the first conference! Sign up early for the 2nd Social Media & Mobile Marketing Conference for Insurance.

Speakers include:



Sean Rowley
Managing Director – Asia,
ReMark Hong Kong



Leon C.K Leong
Business Relations Director,
Techsailor Group



Andrew Taylor
AVP & Asia Pacific Zone
Practice Leader, ChubbPro
Chubb Insurance Company
Australia



Jessica Sbragia
Chief Marketing Officer,
ReMark International



Augustin du Payrat
Principal Business
Consultant, ASEAN,
Genesys



Rajesh Sreenivasan
Partner & Head of Technology
Media & Telecoms,
Rajah & Tann



Steve Kean
Director, Insurance and Wealth
Management Consultancy,
Towers Watson



Ong Boon Leong
Manager, Sales & Business
Development, Asia,
Cisco Asia Pacific



Jos Birken
Acting CEO,
KatalystM



Tom Skotidas
Founder & Director,
Skotidas



Gary Jackson
Director of Business Analytics,
Asia-Pacific & Japan, CSC



Nirmal Palaparathi
CEO,
Mobius Innovations

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PROGRAMME

Day One: Tuesday, 9 April 2013

- 8.00 am Registration & Coffee
8.45 am
- 9.00 am **Welcome Address by Conference Chairman**
Sean Rowley, Managing Director – Asia, ReMark Hong Kong
- 9.15 am **Special Address: Solutions to Manage Digital Media And Align It With Business Goals**
Zihuan Wee, CEO & Founder, Savant Degrees
- 10.00 am **Revolutionizing Digital Marketing with SoLoMo (Social, Location and Mobile)**
Leon C. K Leong, Business Relations Director, Techsailor Group
- 10.45 am Tea Break
- 11.15 am **10 Ways Mobile Marketing is Changing Business in Asia**
Jessica Sbragia, Chief Marketing Officer, ReMark International
- 11.45 am **Advertising with Apps and Monetizing Mobile Marketing**
Marcus Tan, Managing Director, Asia Pacific, Smaato Inc.
- 12.15 pm **Creating Better Customer Relationships with an Integrated Mobile Strategy**
Augustin du Payrat, Principal Business Consultant, ASEAN, Genesys
- 12.45 pm Lunch

Monitoring and Tracking Social Media

- 2.00 pm **How to Monitor and Track Social Media Interactions**
Ong Boon Leong, Manager, Sales & Business Development, Asia, Cisco Asia Pacific
- 2.40 pm **Capturing Social Data and Telematics for Social Advertising of Insurance Products that Meet Customer Life Stages**
Gary Jackson, Director of Business Analytics, Asia-Pacific & Japan, CSC
- 3.15 pm Tea Break
- 3.45 pm **Panel Discussion: Using Technology to Convert Digital Marketing Activity into Sales**

Panellists:
Gary Jackson, Director of Business Analytics, Asia-Pacific & Japan, CSC
Leon C. K Leong, Business Relations Director, Techsailor Group
Marcus Tan, Managing Director, Asia Pacific, Smaato Inc.
Zihuan Wee, CEO & Founder, Savant Degrees
- 5.00 pm **Cocktail** Hosted by **ReMark**

Day Two: Wednesday, 10 April 2013

Brand Building & CRM

- 9.00 am **Engaging Customers with a Positive Brand Experience Through Social Media**
Steve Kean, Director, Insurance & Wealth Management Consultancy, Towers Watson
- 9.30 am **Social Media and Context Awareness: Imperatives for Insurance Marketeers**
Nirmal Palaparthi, CEO, Mobius Innovations
- 10.00 am Tea Break

Special MasterClass

- 10.30 am **The Rise of the Social Seller in Insurance: How to Build Brand, Generate Leads, and Capture Data Using Social Networks**
- ▶ conducting prospect segmentation through social networks
 - ▶ measuring content & audience to best allocate budgets
 - ▶ data capture
 - ▶ tracking and measuring social media performance
 - ▶ CRM integration
- Tom Skotidas, Founder & Director, Skotidas*

- 12.45 pm Lunch

Risk and Liability Control

- 2.00 pm **Emerging Risks in a Social Media/Cyber World**
Andrew Taylor, AVP, & Asia Pacific Zone Practice Leader, ChubbPro, Chubb Insurance Company of Australia Ltd
- 2.45 pm **The New Data Protection Law and How It Impacts Social Media and Digital Marketing**
Rajesh Sreenivasan, Partner & Head of Technology Media & Telecoms, Rajah & Tann
- 3.15 pm **Behaviour and Expectations: How Digital Media Users (Un) Protect Their Own Data and Privacy**
Jos. Birken, Acting CEO, KatalystM; Vice Chairman, Direct Marketing Association of Singapore
- 4.00 pm Tea Break & End of Conference

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Fax to: (65) 6512 5335

Conference Registration Form

To: Ms Loga, Asia Insurance Review
69 Amoy Street, Singapore 069 888 • Tel: (65) 6224 5583
DID: (65) 6372 3184 • email: loga@asiainsurancereview.com
or register online at www.asiainsurancereview.com
Co. Regn no.: 199 003 818 H • GST Regn no.: M2-009 466 93

PERSONAL PARTICULARS

Name: Mr/Mrs/Ms/Dr/Prof	_____
First Name: _____	Last Name / Surname: _____
Job Title _____	
Company _____	
Address _____	
Tel: () _____	
Mobile: () _____	
Fax: () _____	
email: _____	

REGISTRATION

Early Bird (valid till 31 March 2013)

Subscribers US\$980
Non-Subscribers US\$1,280*

Normal Registration

Subscribers US\$1,480
Non-Subscribers US\$1,680*

(*Free One Year Subscription to Print Edition of Asia Insurance Review & AIR e-Daily)

Full registration fees MUST be paid before the valid dates for admittance at conference.

Only registrations FULLY PAID FOR by the early-bird deadline will be eligible for the discount.

I came to know about this conference through:

- AIR/MIR magazine AIR/MIR Website Brochure Email
 Referral by (Association/ Sponsor/ Speaker/ Exhibitor/ Business Contact)

Remarks: _____

Group registration:

Special Offer for Year 2013 Register two delegates from the same company, and send the third delegate to attend the conference free of charge!
(Valid only for delegates from the same company in the same country)

Registration fee includes participation at Conference plus tea breaks and lunches.

All meals are prepared without pork, lard and beef.

Accredited by
General Insurance Association
of Singapore

Special Dietary Requirements

I would like to have vegetarian meals during the Conference.

Closing Date for Registration: 8 Apr 2013

For cancellation in writing made before **31 Mar 2013**, 50% of the conference fee will be refunded. No refunds will be made for cancellations after **31 Mar 2013**. However, substitution or replacement of delegates will be allowed.

PAYMENT

I undertake to indemnify the organisers for all bank charges

I enclose a cheque / bankdraft in US Dollars made payable to "ASIA INSURANCE REVIEW"

Telegraphic / Wire Transfer to the following account:
DBS Bank Ltd, 12 Marina Boulevard,
Marina Bay Financial Centre Tower 3, Singapore 018982
• US\$ (Account No.: 0001 - 004838-01-9-022)
• Swift Code: DBS SSGSG

Please debit the sum of US Dollars US\$ _____ for
Conference Registration fee from my

Mastercard VISA American Express

Card Holder's Name: _____

Card No.: _____

Expiry Date: ____ - ____ (mm-yy) Total Amount: US\$ _____

Signature: _____ Date: _____

(Conference fee is inclusive of prevailing GST)

Fax to: (+65) 6845 1020

Please fax Room Reservation
Form direct to Hotel

Hotel Reservation Form

Attn: Mr Desmond Chong, Meeting Services Manager
DID: +65 6845 1039 • Fax: +65 6845 1020
Email: desmond.chong@meritushotels.com

Marina Mandarin Singapore

6 Raffles Boulevard, Marina Square, Singapore 039594
Tel: +65 6845 1000
www.marina-mandarin.com.sg

Please fill in Guest particulars
on Registration Form

Meritus
Connect ID:
W02041

ARRIVAL DATE

Check in date: _____

Flight: _____ ETA: _____

DEPARTURE DATE

Check out date: _____

Flight: _____ ETD: _____

ROOM TYPE / ROOM RATE

Deluxe Room at S\$310++ per night, inclusive 1 daily breakfast and 24hrs internet access

Room Preferences (subject to availability)

- Smoking Non-smoking
 King bedded Twin bedded

LIMOUSINE ARRANGEMENT

- Required Not required
 One (1) way limousine transfer (Chrysler Cab) from Airport to Hotel at S\$55.00 subject to 7% GST
 One (1) way limousine transfer from Hotel to Airport at S\$55.00 subject to 7% GST
 Return limousine transfer at S\$110.00 subject to 7% GST

Car pick up between 2300hr - 0700hr, a surcharge of S\$10 + 7% will be levied.

All pick-ups can be guaranteed upon credit card details received.

Additional comments/ special requirements: _____

- All room rates are subject to 10% service charge; and 7% Goods Service Tax.
- Check-in time is at 14:00 hours; check-out time is at 12:00 hours. Early check-in and late check-out charges will apply.
- All reservations require credit card guarantee and will receive a confirmation number from the hotel via fax or email.
- Guarantee policy: One night charge will be imposed to the credit card upon cancellation made less than 21 days prior to date of arrival. For No-Show, a full duration of the confirmed booking will be imposed.
- All reservations are to be guaranteed upon credit card details received.

RESERVATION GUARANTEE

Credit Card

- Visa Mastercard Amex
 Diners JCB

Credit Card Number: _____

Expiry Date : _____ month _____ year

Cardholder's name: _____

Signature of Cardholder: _____