



## 2010 Annual Seminar "The Dollars in Your Data" March 22-23, 2010, Philadelphia, PA

### **CALL FOR PRESENTATIONS**

**Deadline for Submissions: October 30, 2009**

Presentation proposals are now being accepted for the **Insurance Data Management Association (IDMA) 2010 Annual Seminar, "The Dollars in Your Data"**, which is scheduled for March 22-23, 2010, at [The Westin Philadelphia Hotel](#) in Philadelphia, PA.

Insurance professionals can easily recognize the organizational assets that have a measurable financial value, such as inventory, people, buildings, land, equipment, even intellectual property. It's time to recognize also the dollar value of another asset: your insurance data.

The Insurance Data Management Association (IDMA) recognizes the value of data as an asset -- a revenue-producing asset -- in your organization. The better you manage this critical asset, the more leverage you'll have to find the dollars in your data. Spend a day and a half at the IDMA Annual Meeting and Seminars to hear and meet the industry's leading data management experts who can help you unlock the value in your data.

**To interested presenters:** We are seeking proposals for tutorials and seminar sessions that focus on case studies, lessons learned, success stories, strategies and methodologies related to Insurance Business Intelligence and Insurance Data management.

#### **Suggested topics include but are not limited to the following:**

- Case studies and success stories on Data Governance / Data Stewardship
- Challenges to creating Business Intelligence: Data Quality adequacy
- Challenges to successfully utilize data in Business Intelligence initiatives
- How companies have dealt with multiple definitions for the same data terms
- Have the business decisions made from Business Intelligence had a positive impact on profitability and growth?
- How insurance organizations can measure the dollar value of a Data Quality / Data Management program
- Technologies to unlock the value in data
- Business Intelligence influence on business practices to ensure adherence to Data Management practices (i.e., Data Governance, Stewardship)
- Business Intelligence impact on IT and Business Unit alignment
- New technologies available to address Data Quality
- The next major initiatives to make data more reliable

**NOTE: Presentations that reflect real-world experience and those with Insurer or Producer representation will receive priority consideration. Where possible, align your presentation proposal with our theme, "The Dollars in Your Data."**

**NEW for 2010: Lightning Rounds!** While we anticipate that the bulk of our sessions will be in conventional presentation format, we hope to include a session of Lightning Rounds. In a Lightning Round, each presenter has 20 slides – no more, no less. Each slide will be displayed for exactly 20 seconds; slides are advanced automatically, so that the speaker cannot linger over any slide. The speaker thus has six minutes and 40 seconds to make his or her case. Laughter, applause, even light heckling are encouraged; the idea is to blast out a lot of ideas and information in a fun and energetic format. You may submit for a conventional presentation, for the Lightning Rounds, or both. This is a format that is well-suited for "look what our company

did" or "here is what we can do for you." The key is to bring information (not just a sales pitch) – give value to the audience in your six minutes and 40 seconds. You can't explain everything – make your round memorable, give the audience a key point to remember. We aim to have a diverse mix of Lightning Round presenters including insurers and producers, service organizations, vendors, and industry experts.

**To submit a presentation proposal please use the form on the page 3.** Please direct all inquiries and questions regarding this event to Farouk Yassine at [FYassine@IDMA.org](mailto:FYassine@IDMA.org) **AND** Martin Frappolli at [Frappolli@cpcuiia.org](mailto:Frappolli@cpcuiia.org).

**If you are interested in generating brand and product awareness for your company, take a look at our [Exhibiting & Sponsorship Packages](#) and contact Farouk Yassine at (201) 469-3069 or [FYassine@IDMA.org](mailto:FYassine@IDMA.org).** We offer sponsorship opportunities for every corporate need and budget.

IDMA is an independent, non-profit, professional learned association dedicated to increasing the level of professionalism, knowledge, and visibility of Insurance Data Management.



**2010 Annual Seminar**  
**“The Dollars in Your Data”**  
March 22-23, 2010, Philadelphia, PA

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**Deadline for Submissions: October 30, 2009**

Please submit this presentation abstract template electronically including a 1-2-paragraph abstract (up to 200 words) for your presentation including 3-5 bullet points, describing your presentation. A short speaker biography **MUST** also be included. You will be notified of the selection results in early December.

**Sessions should be approximately 1 to 1 1/4 hour in length (except the Lightning Rounds session – see page 2 for more information)**

Proposed Presentation Type (Conventional or Lightning Round):

Proposed Presentation Title:

Proposed Speaker(s):

Job Title/Function:

Company:

Address:

Phone (required):

Fax:

E-mail (Required):

Please email this form along with the following information to Farouk Yassine at [FYassine@IDMA.org](mailto:FYassine@IDMA.org) **AND** Martin Frappolli at [Frappolli@cpcuiia.org](mailto:Frappolli@cpcuiia.org):

1. Presentation Description: (Up to 200 words plus 3-5 bullet points of key topics) you may also attach more descriptive information if desired:
2. If presenting with a Company / Partner, please provide the Name, Title, Company and Contact information of the Company / Partner: **(NOTE: Presentations that reflect real-world experience and those with Insurer or Producer representation will receive priority consideration.)**
3. Audience Skill Addressed: Basic Medium Advanced
4. Speaker Bio (Up to 120 words).
5. Has this presentation been given before?
6. Brief list of your speaking experience: