



**2012 Annual Meeting & Seminar**  
***“The Insurance Data Revolution – Are You up to the Challenge?”***  
April 2-3, 2012, Philadelphia, PA

**CALL FOR PRESENTATIONS**

**Deadline for Submissions: October 31, 2011**

Presentations proposals are now being accepted for the Insurance Data Management Association (IDMA) 2012 Annual Meeting & Seminar – “The Insurance Data Revolution – Are You up to the Challenge?”- scheduled for April 2-3, 2012 at the [Doubletree Hotel Philadelphia](#).

IDMA is an independent, non-profit, professional association dedicated to increasing the level of professionalism, knowledge, and visibility of insurance data management.

We are seeking proposals for tutorials and seminar sessions that focus on case studies, lessons learned, success stories, strategies, and methodologies related to insurance data management.

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

- Data challenges for statistical agents and rate advisory organizations
- How will Federal Oversight change the insurance industry
- “Big Data” challenges for the insurance industry
- How will changes in accounting practices affect the insurance industry
- Case studies and success stories on data governance/data stewardship
- Cloud computing uses in the insurance industry
- How to cost justify data management functions and changes
- New technologies available to address data quality
- The challenges of Social Networking
- Communication or negotiation skills for data managers

**Important Notice: Presentations that reflect real-world experience and those with insurer or producer representation will receive priority consideration. Align your presentation proposal with our theme, “The Insurance Data Revolution – Are You up to the Challenge?”**

“The insurance data revolution is disrupting the traditional ways of doing business. Technology advances have spawned terms like predictive analytics and “Big Data”. Rating insurance policies has become more complex. At the same time, mobile computing and social media are enhancing the user experience with insurance companies. More insurance companies are leveraging data to innovate. Are you up to the challenge? Join us at the IDMA 2012 Annual Meeting & Seminar to find out what is new and how insurance companies are using these new technologies to improve their business while coping with changes in regulatory oversight and accounting practices.”

## **Lightning Round Session**

While we anticipate that the bulk of our sessions will be in conventional presentation format, we will repeat the success we had at the IDMA 2010 and 2011 Annual Seminars with the inclusion of the Lightning Round session. 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 6 minutes and 40 seconds to make his or her case. The idea is to blast out a lot of ideas and information in a fun and energetic format, while getting a key point across in a memorable way. Laughter, applause, even light heckling is encouraged.

You may submit for a conventional presentation, for the Lightning Round, or both. We aim to have a diverse mix of Lightning Round presenters including insurers, producers, service organizations, vendors, and industry experts.

**To submit a Presentation Proposal, please use the form on Page 3.** Direct all questions regarding this event to **Farouk Yassine** at [fyassine@idma.org](mailto:fyassine@idma.org) **AND Jim Viveralli** at [james.viveralli@erieinsurance.com](mailto:james.viveralli@erieinsurance.com).

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.



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Please submit this presentation proposal, including a short summary describing your presentation and its focus and educational objectives. Sessions should be approximately 1 to 1 1/4 hour in length (except the Lightning Rounds session – see page 2 for more information). A short speaker biography MUST also be included. You will be notified of the selection results in December.

Notice: Presentations that reflect real-world experience and those with Insurer or Producer representation will receive priority consideration.

Speaker Information: Duplicate this form to submit the information for more than one speaker.

Proposed Speaker:

Job Title/Function:

Company:

Address:

Phone (Required):

E-mail (Required):

Bio and Speaking Experience: Please attach your Bio (up to 250 words) and brief list of your speaking experience along with this form.

Session Information (All Information MUST be provided):

- 1. Proposed Presentation Type: Conventional Lightning Round (see info on page 2)
2. Proposed Presentation Title:
3. Presentation Description: Up to 250 words plus 3-5 bullet points describing the Education Objectives/Focus of the presentation. You may also attach more descriptive information if desired.
4. Audience Skill Addressed: Basic Medium Advanced All
5. Has this presentation been given before? Yes No
If Yes, please indicate when and the type of event/audience
6. Would you be interested in exhibiting and or sponsoring an item/event at this event? Yes No

Please e-mail this form along with any additional requested information to Farouk Yassine at fyassine@idma.org AND James Viveralli at james.viveralli@erieinsurance.com.