ACORD 2015
Business • Technology • Standards
2-4 NOVEMBER 2015 | BOCA RATON, FLORIDA

BRING THE CHANGE HOME.
www.acord.org/acerdevent

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ACORD2015: REIMAGINING THE TRADITIONAL

Is ACORD2015 a bold attempt to “blow up” the traditional conference format, or is it a continuation of the legacy of the highly successful ACORD Implementation Forum?

The answer is yes.

So, if you are new to ACORD events, welcome; and if you are one of our long-time ACORD Implementation Forum friends, welcome back! Either way, here are some things you should know about ACORD2015 and its marriage of ACORD-specific and innovation-focused content:

• **More Information, Shorter Sessions:** Quick-hit style sessions in the ACORD Track will cover the latest updates on Standards, Tools & Services and the Reference Architecture. In the Innovation Track we’ll focus on emerging technologies and how innovation in technology, processes, products and distribution channels are transforming the insurance business.

• **ACORD Insurance Innovation Challenge:** You’ll have the opportunity to hear the Challenge finalists pitch their game-changing ideas…and you’ll even help decide who deserves to win a prize package worth up to $25,000!

• **Continuing Professional Development:** Attending ACORD2015 will earn credits for designations and certifications including ACE, IDMA, PMI, and others! Check [www.acord.org/acordevent](http://www.acord.org/acordevent) for the current list of credits offered.

• **Networking, Fun & Fitness:** Did you ever attend a conference and never step outside or see the gym? We don’t believe that’s healthy. At ACORD2015, we’re encouraging attendees to get moving together with wellness and fitness opportunities that are also the perfect place to meet new people and have some fun.

There’s even more to ACORD2015 than we could fit in this brochure, so be sure to check [www.acord.org/acordevent](http://www.acord.org/acordevent) - it’s your most up-to-date resource for information on this year’s program, registration, exhibiting and sponsoring.

Join us in beautiful Boca Raton as we reimagine the traditional insurance conference! We want you to be a part of it!
Within the next decade, approximately five billion new people will go online... and they’re vastly different from the current two billion who populate the digital sphere. They will come from parts of the world fraught with political and economic instability - and they’ll have a drastic impact on both geo-politics and business.

Governments and businesses must understand the needs and attributes of this new customer base: on the one hand, to provide it with effective customer service; and on the other hand, to predict the dangers this ever-more-connected world presents to our security in both the physical world and cyberspace.

Jared Cohen is the founder and director of Google Ideas, an Adjunct Senior Fellow at the Council on Foreign Relations, and a New York Times best-selling author. He has served as a close advisor to both Condoleezza Rice and Hillary Clinton, and was named one of Time’s 100 Most Influential People in 2013.

Dr. Debra Jasper & Betsy Hubbard
Founders, Mindset Digital
“The New Realities: The Three Major Shifts You Can’t Afford to Ignore”

The challenge today is no longer getting your message out. There are more channels than ever: blogs, Twitter, Instagram... the list goes on. The real challenge is getting your message in – getting your hyper-distracted audience to take time to engage with you. So what works? This high-impact, high-energy presentation will demonstrate how to create powerful messages and connections in an era of the highest expectations and shortest attention spans.

Nancy J. Gagliano, M.D.
Senior Vice President & Chief Medical Officer, CVS/minuteclinic
“Insurance and the Changing Medical Services Landscape”

Dr. Gagliano, who went from being a 21-year veteran of Massachusetts General Hospital to a leader of the largest and fastest-growing retail medical clinic provider in the country, will share her first-hand experience of the disruptive power of retail quick clinics. She’ll give us an insider’s perspective of the drastically changing medical services landscape, and engage in a lively discussion about the impact of quick clinics on the traditional insurance model.
“Women & Leadership: Their Personal Stories”

RENÉE H. DAVIS  
VP & Chief Corporate Actuary, Travelers

KIMBERLY HOLMES  
SVP & Global Head of Strategic Analytics, XL Catlin

H. ELIZABETH MITCHELL  
President & CEO, Renaissance Reinsurance U.S. Inc.

HEATHER WILSON  
Chief Data Officer, AIG

Four of the foremost women in insurance industry leadership will share the stories behind their careers: the personal, the professional, and how the two inevitably intersect. From the obvious to the unexpected, they’ll give us all their insights on what it means to be a leader as a woman in a notoriously conservative and male-dominated industry.

This fascinating panel will be moderated by John Neffinger, co-author of Compelling People: The Hidden Qualities That Make Us Influential.

...AND SPEAKERS FROM COMPANIES INCLUDING:

- AIG
- Aon Risk Solutions
- Celent
- Chubb Insurance
- Church Mutual Insurance Company
- Coverys
- Esurance
- Ernst & Young
- Farmers Alliance Mutual Insurance
- Farm Bureau Life
- Forrester
- Gartner Research
- Genworth
- The Hartford
- Hartnett Advisors
- HM Risk Group
- Lincoln Financial
- Lloyds
- Lockton
- MassMutual
- MetLife
- The National Benefit Corp.
- National Life Group
- Novarica
- Strategy Meets Action
- Sun America
- Travelers
- Unum
- West Bend Mutual
- XL Catlin
- Zurich North America

DIVERSE PEOPLE, DIVERSE VIEWS

At ACORD2015, you’ll meet colleagues representing the full spectrum of the insurance industry: different roles, different types of companies, different backgrounds, different viewpoints. So we’re challenging you to ask yourself: Is diversity the standard in your business? How can you service and sell to different customers without understanding what they care about?

Are diverse views and perspectives part of your business strategy?
Are you hiring a diverse workforce?
Are you reaching out to underrepresented groups, including members of the LGBT, African-American, Asian and Latino communities?
Do you understand the changing demographics of your business base?

We need your point of view. Share it at ACORD2015.
TECHNOLOGY & INNOVATION
SESSIONS

ACORD2015 will tackle the elephant in the room: our business models are being transformed. Our Technology & Innovation Track is designed to give you a substantive download of actionable information; it will provide the intelligence that you need in order to find better ways of doing business, seek technology solutions to empower modern choices and flexibility, and develop processes and best practices for the future.

BIG DATA, BIG DECISIONS

Data: every insurance organization has it, but few know how to handle it for any kind of tangible benefit. Do you have a plan for maintaining your unique advantages in a world of shared information? We’ll show you how to get value from your data, big or small, in areas such as:

- Demystifying Data & Analytics, identifying the most effective techniques for using them to drive critical business decisions, and exploring how they can be a potent tool for fighting insurance fraud.
- Ensuring that proper Data Governance & Management makes your data accessible to the right parties at the right times, riding the “Third Wave of IT” to new highs instead of getting pulled under, and overcoming the dangers of risk-averse technology adoption.
- Leveraging the Internet of Things with sophisticated business intelligence tools that can provide valuable insights into the insurance implications of connected homes, connected cars, wearable devices, and more.
- Dealing with Privacy and the ethics of insurance, answering tough questions around the ownership and usage of data, and protecting both your bottom line and your integrity in an era when every move needs explaining on a public stage.

Topics will include:

- OmniChannel & the Customer Journey – What do your customers think of you…and what will they think of your new competitors?
- Diversity in Action – Are diverse perspectives part of your business strategy? Are you recruiting customers and colleagues from different backgrounds?
- The Changing Nature of Cyber Liability – Are you selling it efficiently and profitably?
- Agency Acquisition, Perpetuation & Private Equity – What do they mean to you?
- Cash Quandaries – How often do you pay your sales staff? Have you ever had to deal with embezzlement? How do your peers handle these issues?
THE TECHNOLOGY HORIZON: ADAPTING & EVOLVING
Balancing the desire to manage and mitigate risk with the need for implementing new technologies has never been easy in insurance. Typically, the industry is slow to change, but transformation is happening across all segments now. You need to adapt... because your competitors surely will. Find out how to develop your strategies for evaluating:

• **Emerging Technologies** such as drones, intelligent machines and autonomous vehicles – they’re coming to a claim near you, so now is the time to prioritize both the opportunities and the threats they represent.

• How to make **Legacy/Ecosystem Transformation** as painless as possible, so you can enjoy the benefits of increased carrier connectivity to evolving markets, forward-thinking systems that will win and retain customers, and core systems that are ahead of the curve and ready for the coming connected world.

• Priorities in **Product Innovation** and meeting consumer and corporate demand for more flexible products, better billing options and instant accessibility through mobile apps, electronic policy documents, underwriting for emerging industries, and more.

UPHEAVAL IN THE DISTRIBUTION CHAIN
Transforming a traditional insurance enterprise in order to survive and thrive in a new environment is no simple feat. You’ll need to excel in both strategy and execution to be ready for a future where customers can comparison shop for insurance everywhere from Amazon to the local mall. You’ll learn how to deal with:

• **Going Digital** in an industry where analog is no longer an option, and competing for the business of a new generation of technology-savvy consumers.

• The impact of **OmniChannel**, the disruptive power of comparison, the evolving technological capabilities which are already entering play today, and the ultimate question: are these new channels friend or foe?

AN ACORD2015 EXCLUSIVE!
Gartner and ACORD will release the results of our joint study on digital challenges, IT transformation, and business model evolution live at ACORD2015. Be one of the first to hear the 2015 Insurance Digitalization Status Report and get a valuable reality check on where the market stands!
ACORD SESSIONS: IT’S AIF AT ACORD2015!

Are you used to getting your ACORD fix every fall? ACORD2015 will offer the expanded ACORD trainings, implementation tools, and other great content our attendees have come to expect from the ACORD Implementation Forum, plus a lot more! Our suite of ACORD Standards & Architecture sessions will give you the skills you need, and you’ll be able to put them into practice as soon as you get home from Boca.

SNAP SESSIONS

Put the ACORD experts on the spot!

What’s a Snap Session? It’s an opportunity to learn face-to-face from the people behind the tools you use every day...and as the name implies, we won’t be wasting any time, so be ready to get right down to business!

Maybe you need a quick primer on the basics of standards, bordereaux or e-Accounting...or maybe you’re a veteran who’s interested in fine-tuning your process so it’s faster and more accurate than your competitors’. Either way, you’ll find what you’re looking for in a snap…a Snap Session, that is!

ACORD TOOLS & SERVICES

Here’s your chance to have a voice in the future of Standards. We’ll share ACORD’s internal improvements, implementation strategies and tooling, and discuss where technology is leading us. Hear about:

• ACORD’s new Standardized Business Process initiative, which will better align messages with business processes for a consistent and efficient global workflow.
• The new and improved Test Harness and Workbench applications, which address interoperability for members using standards in the global market.
• Stretching your infrastructure beyond your core set of business partners using ACORD tools & services.
• Successful implementations and use cases for new markets, new business operations, and new technologies.

ACORD REFERENCE ARCHITECTURE

We’re featuring case studies that will illuminate the strategies and best practices used by major global insurance companies as they put ACORD Standards to work in the real world, transforming the logical into the physical – including:

• Developing an operational data store and warehouse using the Data Model.
• Using the Information Model to develop an enterprise conceptual model and data governance practice.
• The technical underpinnings needed to take executive direction and turn it into a reality.
PROPERTY & CASUALTY
Stay on top of the latest developments in the P&C Standards! Get the inside view as ACORD and others share the most valuable takeaways from the implementation experience. We’ll cover:
• ACORD’s new eLabel Mappings asset, which consistently and accurately links the data on our Forms to our XML & AL3 Data Standards.
• Migration to the new major ACORD P&C XML version.
• Problems that MGA’s, brokers and insurers involved with binding authorities are facing today, and how the ACORD Standards are being used to increase efficiency.
• Lessons from users of the Telematics Standard, and the importance of data transparency.

LIFE & ANNUITY
Draw on the experience of your peers to learn how to implement the L&A Standards in a way that will maximize their benefits to you. Topics will include:
• Value and workflow in ePolicy delivery.
• How to handle new business while cutting NI GO’s dramatically.
• Streamlining your producer licensing appointment process using the ACORD 821.
• The role of Standards in MetLife’s groundbreaking WALL.
• Re-leveraging eLabels across your implementation.

For the complete, up-to-date listing of scheduled sessions, please visit the Program page at www.acord.org/acordevent.

ACE BOOT CAMP
Do you have what it takes to become an ACE?
Register for the ACE Boot Camp and see for yourself!

ACORD Certified Experts are an elite group with an expert-level understanding of ACORD Standards Implementation. Here’s your opportunity to be the go-to standards expert at your company!

ACORD2015 will host ACE Boot Camp, the only instructor-led training course which helps you to prepare for the ACE exams. Get in-depth preparation, take your exam and go home an ACE!

For only $249, you’ll receive the ACE study guide, an intensive half-day training on standards implementation in your line of business, and the opportunity to take the ACE exam at ACORD2015. This is absolutely the ACE Boot Camp Deal of 2015!
The ACORD Insurance Innovation Challenge is both a competition and business incubator, with the mission of developing a strong innovation ecosystem for our industry. With over 100 submissions, 48 semi-finalists, and now an elite 12 finalists competing at ACORD2015, the inaugural Innovation Challenge has already proven itself a platform for new ideas that have the potential to truly transform the business of insurance.

This year’s finalists in two categories – ACORD Innovators and Insurance Disruptors – are a diverse group with innovations targeting each and every segment and stakeholder within the insurance value chain. And, at ACORD2015, you will play an integral part in picking the winners!

Join us at ACORD2015 for the Insurance Innovation Challenge Finals…hear the live pitches for ideas that may change the insurance industry…and make sure your vote for innovation gets counted!
We know professional development is important to you, and we want to give you what you need. This valuable experience is integrated into all aspects of ACORD2015. Not only are we offering hand-picked sessions specifically focused on professional improvement, but we’ve also partnered with other organizations to make sure your time at ACORD2015 pays dividends beyond your three days with us.

Professional Development Courses
ACORD2015 will feature a set of immersive courses for IT architects, business analysts, programmers, and practitioners in related disciplines. Topics will include Data Modeling Fundamentals and Business Architecture. Whether you’re a novice or an expert, these practical, interactive workshops will sharpen the skills you need to further your career.

Continuing Education Credits
Did you know that ACORD2015 can earn you credits toward valuable designations and certifications?

- ACE designees will earn 4 credits for attending ACORD2015 – that’s half of your required annual credits in one shot!
- IDMA designees will receive 20 CPD hours towards their continuing education requirements for attending ACORD2015, and an additional 10 CPD hours for serving as an instructor, speaker or moderator.
- Participating in our day-long Data Modeling Fundamentals course will earn you 8 credits toward your PMI Professional in Business Analytics (PMI-PBA) certification.
- Holders of the Salesforce Black Belt certification will earn 8 CPD credits for attending the course Designing “Wow” into Policyholder and Agent Experiences.
- Our Business Architecture course, aligned with the Business Architecture Guild standards, provides a solid basic foundation for the Certified Business Architect (CBA)® exam.

For an updated list of credits available, see www.acord.org/acordevent.

Meet the standout stars of the next generation!

Nearly one half of insurance professionals are 45 or older, and over one quarter of them will retire by 2018. So who’s going to be filling those 400,000 jobs that will be opening up in the next few years? Come meet some of them!

ACORD’s scholarship program has already given dozens of them the chance to learn, network and grow... and we’re expanding the program even more for ACORD2015.

Student Scholars will have a chance to get a taste of the insurance industry. Young Professionals will get valuable education and the chance to network with seasoned industry pros. And industry veterans will meet those who will propel insurance forward in years to come, hear fresh perspectives, and maybe even recruit your organization’s next star!
A UNIQUE NETWORKING OPPORTUNITY

See and be seen at ACORD2015! It’s the only place where you can not only connect with old friends, but also make new ones from across the full spectrum of company types and professional roles. From architects to business analysts to programmers, you’ll meet and share ideas with colleagues from carriers, vendors, reinsurers, agencies, associations — if they work anywhere along the insurance value chain, you’ll find them at ACORD2015.

FUN & SUN

“All work and no play” becomes impossible when you combine the two! Get your body moving, grab a tasty bite, meet your peers and enjoy your time in Boca Raton...

- Is this your first ACORD event? Come to the First-Timers Reception — we’ll make sure you’re ready to jump right in!
- Be there for the Innovation Center Opening, the unveiling of the most interactive exhibit hall you’ve ever seen!
- Start the day energized with the Golf Course Fun Run and the Zumba “Feel-Happy Workout”!
- Relax and enjoy a night of dancing and fun at our closing party, Make a Splash! at the Boca Beach Club Pool!

PLATON Award-Winning Portrait Photographer

“The Intimate Collaboration of Storytelling”

Having one’s portrait taken is an intimate experience. To award-winning portrait photographer Platon — whose work has graced the world’s most influential magazines, including Rolling Stone, The New York Times, Vanity Fair, Esquire, GQ and The Sunday Times — it is a personal collaboration between artist and subject, both in front of and behind the camera.

In a special keynote, Platon will share his experiences of photographing world leaders, celebrities, our men and women in the military, and human rights champions — and reveal the poignant stories behind his mesmerizing portraits.
SCHEDULE AT A GLANCE

**SUNDAY NOVEMBER 1ST**

11:00 am - 12:00 pm  
ACE Registration

12:00 pm - 5:00 pm  
ACE Boot Camp

6:00 pm - 7:30 pm  
Welcome Reception

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**TUESDAY NOVEMBER 3RD**

7:00 am - 8:00 am  
Fun Run

8:00 am - 5:00 pm  
Registration

8:30 am - 9:45 am  
Breakfast & Innovation Center Open

9:30 am - 10:30 am  
Insurance Innovation

10:45 am - 12:15 pm  
Challenge Showcases

12:15 pm - 1:30 pm  
Keynote Address: Jared Cohen

1:30 pm - 4:15 pm  
Lunch & Networking

4:30 pm - 5:15 pm  
Concurrent Sessions

5:30 pm - 7:00 pm  
ACORD Visionary Theater

Reception in Innovation Center

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**MONDAY NOVEMBER 2ND**

7:00 am - 10:00 am  
ACE Exams

7:00 am - 8:00 am  
Zumba

8:00 am - 5:00 pm  
Registration

9:00 am - 11:45 am  
AUGIE Meeting

9:00 am - 11:45 am  
General Session: Designing “Wow” into Policyholder and Agent Experiences

10:00 am - 5:00 pm  
Immersive Courses in Business Architecture & Data Modeling

11:45 am - 1:00 pm  
Lunch & Networking and General Session: The New Realities

1:00 pm - 5:00 pm  
Speak Out! Town Hall (with Introduction from AUGIE Leaders)

5:30 pm - 7:00 pm  
Garden Reception & First Timers Orientation

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**WEDNESDAY NOVEMBER 4TH**

8:00 am - 1:00 pm  
Registration

8:00 am - 8:30 am  
Breakfast

8:30 am - 9:45 am  
Insurance Innovation

10:00 am - 11:30 am  
Challenge Showcases

11:30 am - 12:45 pm  
General Session: Women & Leadership

12:45 pm - 3:45 pm  
Lunch & Awards Recognition

4:00 pm - 5:00 pm  
Concurrent Sessions

6:30 pm - 9:30 pm  
Closing Keynote: Platon

Closing Party: Make a Splash!

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Schedule subject to change. For the most current schedule, see www.acord.org/acordevent.
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ACORD2015 is proud to host the following exhibitors in the Innovation Center:

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  • Accenture Software for Life and Annuity
  • Adlib Software
  • Agencyport
  • Applied IVANS
  • Brovada
  • Captricity
  • CompuSight
  • Datacede
  • EIS Group
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  • TIBCO
  • Valuemomentum
  • Vertafore
  • Whitepages Pro
THANK YOU TO THE ACORD2015 ADVISORY COMMITTEE

ACORD thanks the ACORD2015 Advisory Committee volunteers, whose contributions were tremendously valuable in the development of this event:

• Laila Beane, Intellect SEEC (part of Polaris Group)
• Edie Bice, Unum
• Mark Breading, Strategy Meets Action
• Brad Burdick, EXL Service
• Terry Chauncey, Accenture Duck Creek
• Maria Pulsoni Cicio, Informatica
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• Peter van Aartrijk, Aartrijk
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• Bruce Winterburn, Vertafore
• Farouk Yassine, Insurance Data Management Association

Register at www.acord.org/acordevent

#ACORD2015