



Seminar
**“Product Management and Development
for Insurance Companies”**

5th-7th May 2010
Zurich (Adliswil) / Switzerland

organised by the European Actuarial Academy GmbH and the Swiss Association of Actuaries SAA (Schweizerische Aktuarvereinigung SAV)

1. Introduction

Product management is one of the most important – if not only – tool for insurance companies to develop and sustain winning strategies, as all national Markets are developing into highly competitive environments. Insurance companies need to have their development and management processes in place as time-to-market, development costs and product-launch success are becoming more and more important as indicators of their performance.

Product Development always has a ring of creative and innovative thinking. This being an important part of the whole process Product Development is also hard work and –if not well managed- an opportunity for making mistakes with possible huge strategic and financial impact.

Since actuaries are highly involved, in both leading and participating roles, in product management and - development and the related risk management issues, they have to be thoroughly familiar with the latest concepts of product management and its implications.

2. Target Group

This seminar is open to members of the Schweizerische Aktuarvereinigung, holders of the federal diploma of a pension expert and all candidates to become an actuary or pension expert within Switzerland.

3. Purpose and Nature

The seminar is suited for actuaries or actuarial trainees that are directly or indirectly involved in issues with regard to product development and product maintenance within insurance

companies. The aim of the seminar is to share views, transfer knowledge and to practice about how product management and development for insurance companies is best implemented and practised. And very important, having fun doing so.

The courses will deal with the underlying concepts of Product Management. Following short introductions to issues related to product management, participants of the seminar will have many opportunities to discuss and gain practical experience with product management concepts. The lecturers have prepared workshops and case studies (including the use of spreadsheets) that are derived from business issues that came across in their daily practice.

On the first day of the seminar the participants will form groups which will work together for the rest of the program, aimed at developing a business case of their own choice, which they share with the other participants on the final half day of the seminar. As in real life awards will be granted for outstanding performances.

Participants are advised to bring a laptop with Microsoft Excel installed and preferably with wireless networking (internet) capabilities.

4. Lecturers

drs. Lotte van Delft AAG

Lotte is consulting actuary in the Amsterdam office of Milliman and joined the firm in 2006. She carries out life and (financial) risk management consulting assignments in the Netherlands and Belgium. Prior to this she worked three years for Delta Lloyd (part of Aviva) as actuarial consultant of the group actuarial and risk management department and seven years for Ernst & Young Actuaries as manager. Lotte had performed a wide variety of actuarial consulting missions for a variety of clients, major European as well as small Dutch insurers. She advises clients in the areas of statutory reserving, valuations (IFRS, Belgian GAAP, Dutch GAAP and MC(E)EV), reporting, performance measurement, pricing and risk management. Lotte has six years of experience in teaching at the Actuarial Institute and is Fellow of the Dutch Society of Actuaries. Lotte has a Master degree in Actuarial Science at the University of Amsterdam

Drs. Fer van Heijzen MBA

Following his graduation as a biologist (behaviour of primates and birds and quantitative analysis of data) Fer started his working career as a teacher and later as ICT management consultant. In 1990 he joined Tillinghast, the international actuarial consultancy firm, as ICT and general management consultant, advising clients on ICT, processes and strategy. From 1995 on Fer has held senior executive management positions for several Dutch Insurance companies, always being involved in new business initiatives. In 2002 he obtained his MBA degree in international business general management at the RSM. In 2003 he designed and implemented a new Product Development Governance structure for Swiss Life (the Netherlands), improving time to market, profitability, product administration and compliance. In 2005 he acquired Avita, a small consultancy firm which he merged with DreamTeam Companies at the end of 2008. Fer is now managing partner and senior management consultant for this midsized consultancy firm, advising insurance companies, pension funds and pension fund administrators on strategic product portfolio management, product management and product development. Fer is an affiliate member of the Dutch Society of Actuaries and member of the Circle of Pension specialists. He also lectures for the Dutch Actuarial Training Institute and the European Actuarial Association.

Mr. Alexander van Kuik

After graduating Law school (LLM) at the University of Utrecht, he began his career at Proteäx, a small actuarial consultancy firm. During this period he learned about the unit

linked life insurances market and the lack of transparency. In 1999 he started working at Money View Research, a Financial Information Technology company, as a (senior) researcher, involved in market monitoring , product management and software development, with focus on the life and pension insurances on the Dutch market. From 2003 to 2006, he was a member of the management team and as Chief R & D responsible for the research and application development policy. In 2006 he continued his path in the insurance business as an independent consultant, focusing on business architecture and analytics on the crossroads of IT and actuarial issues. At the end of 2008, he implemented the inquiry to unit linked and universal life insurances in collaboration with the Dutch Supervisory Authority (AFM).

Hong Tong Wu Msc MTD

After his graduation in theoretical physics, Hong Tong followed a two-year post-masters course in mathematical modelling. He worked in many projects at the research departments of Océ Technologies, Royal Dutch Telecom and Royal Dutch Meteorological Institute. In 2000, he joined the retirement group of Mercer as an actuarial consultant and project manager. Since 2005, he works as interim manager for Dutch life insurance companies specialized in project management and collective pension and life insurances. He gives lectures in portfolio management at the European Actuarial Academy. Hong Tong facilitates dialogues for teams of media and creative companies.

5. Language

The language of the seminar will be English.

6. Provisional Programme

Wednesday, 5th May 2010

08.45 – 09.15	Registration
09.15 – 09.30	Introduction and welcome
09.30 – 09.45	Introduction to the Business Challenge for the Product Development Competition (Fer van Heijzen)
09.45 – 11.00	Managing product development (Fer van Heijzen) This lecture sets the scope for the rest of the program. The concepts of good product development and product management will be discussed. The focus will be on how to manage product development in order to shorten time-to-market, to improve profitability and how to monitor the success.
11.00 – 11.15	Break
11.15 – 12.30	Working in and managing creative processes (Hong Tong Wu) Creativity is the key to develop winning strategies in a highly competitive insurance market. In this lecture we will try to find answers on the following questions: What is creativity? What can we learn from the creative industries? How could we stimulate creativity? We will learn about what a creative dialogue is and we will meet new ways, like the concept of democratization of innovation, to develop new products.
12.30 – 13.30	Lunch
13.30 – 14.45	Developing strong Business Cases (Fer van Heijzen) In this combination of a lecture and workshop the participants will work on a framework for a business plan annex business case. The start is to define the business model and proposition. The strategic market analysis is the next step, which is followed with the financial analysis. These are the most likely building blocks for the first decision that has to be made: is the idea worth while pursuing? If yes, working on the feasibility issues can begin, but also

verifying the assumptions made earlier is taking into account. This leads to an implementation plan and most probably to adjustments in the business case.

14.45 – 15.00

Break

15.00 – 17.00

Project management skills (Hong Tong Wu)

Insurance companies develop and manage new products in multidisciplinary project teams. In this lecture participants will learn what a project is and how to start, plan, manage and end a project. Participants will apply and present these concepts in their own jobs.

Thursday, 6th May 2010

09.25 – 09.30

Opening of second day

09.30 – 11.00

Developing Unit Linked and Universal Life products
(Alexander van Kuik)

Alexander will discuss the rise and near fall of Unit Linked and Universal Life insurances in the Dutch market:

- Actuarial definition of the products
- The application of the products in the Dutch market
- Current situation on the Dutch Market
- Lessons to be learned
- New World, new Roles: case study on the function of life insurance in a new era
 - Introduction of Personal Risk Hedging
 - From a producer driven to a consumer centered approach
 - The behavioural finance aspects: the role of irrationality
 - Defragmentation of risk and decoupling of insurance products
 - Event based risk accounting
 - Pricing and derivatives

11.00 – 11.15

Break

11.15 – 12.30

Business case / Profitability analysis (Lotte van Delft)

A performance management process will be discussed in detail. This process is defined by the following five steps:

- Targeting
- Defining the business case and its profitability
- Realization
- Monitoring
- Optimization of performance

12.30 – 13.30

Lunch

13.30 – 14.30

Product Development Competition preparation time

14.30 – 15.30

Workshop Profit testing and performance optimization (Lotte van Delft)

In this workshop participants will apply UL-product profit testing and optimization techniques using Microsoft Excel.

15.30 – 15.45

Break

15.45 – 16.00

Workshop Profit testing and performance optimization (cntd)

16.00 – 17.00

Product Development Competition preparation time

Friday, 7th May 2010

09.00 – 09.05

Opening of third day

09.05 – 10.45

Product Development Competition preparation time

Building on the lessons learned groups of participants will develop business cases for UL-products of their own choice, competing against each other for the best team performance and business case. The workshop will be concluded with short Proposition Pitches.

Awards will be granted for the most innovative proposition, the most profitable and sustainable product, the best business case, the best Excel-modelling techniques and the best teamwork.

10:45 – 11:00

Break

11.00 – 12.30

Business Case presentations

12.30 – 12.45	Jury deliberations
12.45 – 12.55	Presentation of the Product Development Awards
12.55 – 13.00	Concluding remarks and closing of the seminar
13.00	Lunch

7. Fees & Registration

Please register for the seminar as soon as possible because of the expected demand. We recommend registration until 5th April 2010. If there are more persons interested in this seminar than places available we will give priority to the registrations having been first to arrive. Please send your registration as soon as possible by using the online registration at www.actuaries.ch.

Your registration is binding. Cancellation is only possibly up to 5th April 2010. If you cancel at a later date, the full seminar fee is due. You may appoint someone who takes your place, but must notify us in advance. SAV has the right to cancel the event if the minimum number of participants is not reached.

We will send you an invoice, please allow a few days for handling. Bank charges are to be borne by the participant.

Your registration fee is CHF 2'000,-- . Coffee-breaks, lunches and the seminar material are included in the seminar fee. The hotel accommodation is not included in the price and must be booked directly with the hotel.

The registration fee includes the participation on all lectures.

8. CPs

The seminar has been applied for 20 CPs.

9. Seminar location

The seminar will take place at the offices of:

Swiss Reinsurance Company
Soodring 33
CH-8134 Adliswil ZH

Important: If you need a hotel room, please contact Sekretariat@actuaries.ch.