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Oxford

3rd May 2012 | The Randolph Hotel



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#iticoxford

Dear delegate

Welcome to ITIC Oxford 2012!

This year, you will notice some changes to the format of ITIC. Having listened to your feedback, we have returned to a one-day format that still retains the same quality agenda and networking opportunities, but over a shorter period of time, making it more economical on your time and budget.

The emphasis for the agenda is on innovation and education. Much more a 'pure travel insurance' feel – from how insurers can better meet consumer expectations, to developing claims expertise and much more. Technology is also a significant theme of this year's agenda, with an afternoon of sessions that are focussed on how innovations in mobile technology and software can help travel insurers to use applications in a more innovative way that will aid their ongoing development and customer base. Exploiting new technology is essential to keep companies on the cutting edge of the travel insurance industry, and it should be ingrained in a company's ethos from the top down – if you don't think you need new media, think again.

Once again, we have our 'One Night in Oxford' comedy dinner, taking place on the evening after the conference, which promises to be another hilarious outing with some of the UK's top comedians.

As always, I look forward to seeing all of you during the conference and I hope you enjoy the sessions.

Ian Cameron
ITIC Chairman

Agenda at a glance

10:00 - 11:00

Keynote speech: Consumer expectations and the future for the travel sector

11:00 - 11:30 - **Coffee break**

11:30 - 12:00

Travel trends

12:00 - 13:00

Burning issues within claims

13:00 - 14:00 - **Networking lunch**

Technology and the modernisation of the travel insurance industry from four leading industry experts

14:00 - 14:30

Yesterday, today & tomorrow: a marketing update for the travel insurance industry

14:30 - 15:00

How can innovations in technology support advancements within travel insurance?

15:00 - 15:30

How the insurance industry can use social media in an innovative way

15:30 - 16:00

Utilising mobile phone technology

16:00 - 16:30 - **Coffee break**

16:30 - 18:00

Medical screening and the impact of the Disclosure and Representations Bill

20:00 - late

'One Night In Oxford' comedy dinner

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Director, TISN



David Vincent
Travel Intermediary &
Partner Underwriting
Manager, AXA
Insurance



Rob Upton
Director of Sales &
Marketing, CEGA
Group Services



Donna Sweetman
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Tricia Pearson
-Tietema
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■ Media partner



■ Agenda | Thursday 3rd May 2012

■ 10:00 - 11:00

Keynote speech

Consumer expectations and the future of the travel sector



Simon Calder
Senior Travel Editor,
The Independent

Simon Calder, a high-profile travel journalist who regularly appears on the BBC and other channels discussing travel trends and problems, will give delegates his views on what will happen in the travel sector in the year ahead. When the ash cloud hit in April 2010, Simon was in great demand for his knowledge and opinion on the travel insurance industry.

■ 11:00 - 11:30 **Coffee break**

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Agenda | Thursday 3rd May 2012

11:30 - 12:00

Travel trends



Miles Briggs
Financial Services,
TUI UK

Where UK holidaymakers go, claims will come. A senior representative from Tui Travel will offer delegates an insight into that company's travel statistics, which clearly show where tourists are heading, for how long, and how regularly they go there. If travel insurers and assistance companies can predict where the flow of tourists will be in coming years, it will greatly aid them in their development of policies, marketing techniques and hospital/clinic networks in such destinations.

12:00 - 13:00

Burning issues within claims

video
presentation



Steve Marshall,
Operations Manager
Claims & Medical
Risk Assessment,
CEGA Group

video
presentation



Adam Krum,
Customer Services
Quality & Technical
Manager,
CEGA Group

video
presentation



Bryony Powell,
Claims & Medical Risk
Assessment Team
Manager,
CEGA Group

While the industry is concentrating on maintaining a strong bottom line, claims costs are rising and policy wording is becoming tighter in response. Our panellists – rising stars in the travel claims sector – will aim to identify the key problems inherent to the wording of travel insurance policies that cause the majority of disputes between consumers and the industry. The issue of incomprehensible fine print continues to plague the industry, and is one that needs to be addressed.



Stuart Smerdon,
Claims Operations
Manager,
Preferential



Wendy King,
Technical Claims
Manager,
Travel Claims Services
(part of Insure&Go)



Carol Sanderson,
Lifestyle Claims
Technical &
Innovation Leader,
AXA Insurance



Fiona McDonald,
Underwriting
Director,
Opera Underwriting



Gary Edmondson,
Director,
AVID Insurance
Services Ltd

13:00 - 14:00 **Networking lunch**

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■ Agenda | Thursday 3rd May 2012

■ Technology and the modernisation of the travel insurance industry from four leading industry experts

■ 14:00 - 14:30

Yesterday, today & tomorrow – a marketing update for the travel insurance industry



Steve Manton
Founder,
Manton & Associates

A marketing veteran offers his knowledge, experience and expertise in the tricky world of travel insurance marketing and sales. The session will include a look at what has gone on in the past, what is working for travel insurers now, and what they should be seeking to accomplish with their marketing efforts in the coming years through new media.

■ 14:30 - 15:00

How can innovations in technology support advancement within travel insurance?



Lance Grant
Senior Vice-President, Operations & IT,
ACE European Group

The meteoric rise of smart phones and tablet computers means that almost every professional – and non-professional – traveller has the means at their disposal to keep in touch with the rest of the world, no matter where they are. Our speakers will cover how technology can support sales teams and record key client data to make better judgement around risk. The focus will be on how to make technology sophisticated yet discrete enough that it focuses on customer service delivery whilst giving the insurer its own comforts in retaining customers and making the right profit return.

■ 15:00 - 15:30

How the insurance industry can use social media in an innovative way



James Lubbock
Account Director,
Fresh Networks

While the Arab Spring played out in 2011, Twitter was one of the main streams of newsfeeds that allowed the world to see what was really happening on the ground. Travellers caught up in the political unrest kept their eyes firmly on the social networking sphere to ensure they were out of the main areas danger, on the advice of their assistance companies. With mobile phone cover patchy and unpredictable, online social networking in such situations is vital for travel insurers and their partner companies. Travel insurers are also making more use of social networks for marketing purposes, and to keep the public eye on their news and views – make sure your company is keeping up with the pack by attending this session at ITIC.

INTERNATIONAL
TRAVEL
INSURANCE
CONFERENCE
PRESENTS...

ONE NIGHT IN OXFORD

EAT, DRINK AND
BE MERRY WITH
3 OF THE UK'S
TOP COMEDIANS

THURSDAY 3RD MAY

PRE DINNER DRINKS FROM 19.30 TO BE SEATED AT 20:00
THE BALLROOM AT THE RANDOLPH HOTEL, OXFORD

MENU

STARTER

PRAWN COCKTAIL

MAIN COURSE

CHICKEN

(NOT) IN A BASKET

DESSERT

JELLY AND ICE CREAM

COMPERE

STEPHEN GRANT

"ENGAGING...

WARM AND
LIKEABLE"

SCOTLAND ON
SUNDAY

"...FAMOUSLY PEDANTIC,
RELENTLESSLY LOGICAL AND
WITH THE KIND OF COMEDY
VISION THAT CAN SEE ROUND
CORNERS..." CHORTLE

COMEDIAN

GEOFF NORCOTT

"GEOFF NORCOTT IS
A COMEDIAN WITH
A BIG FUTURE."

DAILY MIRROR

"MASTER OF ANECDOTAL
STORY TELLING."

EDINBURGH
FESTIVAL MAGAZINE

COMEDIAN

ADDY VAN DER BORGH

"BRILLIANT
NATURAL CLOWN"

THE DAILY
TELEGRAPH

"AN EXCELLENT
STAND-UP WITH
INTELLIGENCE AND WIT"

THE GUARDIAN



Agenda | Thursday 3rd May 2012

15:30 - 16:00

Utilising mobile phone technology



Manjit Rana
Founder & Director,
Ingenin Limited

We've all heard the phrase 'There's an app for that', and for travellers, this is often the case. From buying a travel insurance policy from the App Store to keeping track of flight information, there are now apps to keep people out of troubled areas, to keep documents stored digitally online, keep skiers safe on the slopes and much more. Travel insurers with a presence on the Android, iPhone and Blackberry app markets are reaping the benefits of their innovation, appealing to a younger market that buys almost everything online.

Our expert will offer his insights into what the mobile world looks like, just how 'smart' smart phones really are, examples of interesting mobile solutions in other industries and the potential for smart phone-based solutions for the travel insurance sector.

16:00 - 16:30 **Coffee break**

16:30 - 18:00

Medical screening and the impact of the Disclosure and Representations Bill



Judith Crawford,
Policy Adviser,
Regulation and
Distribution, Financial
Conduct Regulation
Directorate,
ABI



Paul Beven
Owner,
Healix Group of
Companies



Krish Shastri
Managing Director,
InsureCancer

The full impact of the Consumer Disclosure and Representations Bill has yet to be seen. However, our panellists will seek to point out the differences it will make to travel insurers operating in the UK marketplace. At the moment, the onus lies on the customer to disclose any information they think may be relevant to the validity and price of their travel policy, but once the Bill is passed, this will become the insurer's responsibility. If you don't ask the right questions when the policy is sold, it's your fault – not the consumer's. Our experts will offer insights into the alterations to sales practices that will have to come from this sea change for the industry.

20:00 - late **One Night In Oxford - ITIC Farewell Dinner**



Eat, drink and be merry with three of the UK's top comedians. Compered by Stephen Grant and featuring the comedy stylings of Geoff Norcott and Addy Van Der Borgh, this is sure to be a fantastic night to bring ITIC Oxford 2012 to a close.



Barcelona

International Travel Insurance Conference

DATE & LOCATION

29 October - 1 November 2012
Arts Hotel, Barcelona

CONTACT

For more details please visit

<http://barcelona.itic.co>

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