

# A Two Day Pre-Conference Workshop on **Product Development in Insurance**

9<sup>th</sup> - 10<sup>th</sup> July 2019

## **Program Overview**

A Two Day Pre-Conference Workshop on Product Development in Insurance, high-level program.

This is an interactive two-day workshop where you'll be developing your own product innovation strategy, ready for further discussion or even implementation in your organization.

You will be working with your own company as example throughout the two days, where the professional and highly experienced trainer will teach you the tools required in product innovation and development.

During the two days, you'll be introduced to:

- Blue Ocean strategy and how to find your own using the strategy canvas.
- Defining the purpose of the new products - how and where would it benefit your company?
- Competitive analysis and understanding your own market positioning, using new product to change or solidify your position.
- Business case building and modeling, using scenarios.
- Successfully implementing change in your organization.

At the end of the workshop, you'll have what you need to begin implementing the new products in your own organization-it's an amazing opportunity to deep-dive into your product innovation and development while at the same time producing the real new products.

## **Who Should Attend?**

This Pre-Conference Training is aimed at CEOs, Managing Directors, Presidents, Directors, Heads of Departments, Managers and Senior Executives responsible for-

- General Insurance.
- Product Development/Product Innovation.
- Product Portfolio Management.
- Product Risk/Product Review.
- Product Marketing/Channel Marketing.
- Product Sales/Business Development.
- Bancassurance/Distribution Management.
- Insurance Underwriting.

## **Why to Attend?**

- Learn from the World renowned subject matter expert and trainer.
- Meet top C-suite executives.
- Real time case studies for better understanding of subject.
- Group Exercise and Networking Sessions.
- One on One Meetings.
- Ideal Place to Build your Network .

# Pre-Conference Workshop Agenda:

## Day 1 - 9th July - Product Innovation

8:00 am	Registrations and Networking Breakfast
9:00 am	Session 1: Evaluating your current product portfolio, ideating on new products. Case Study
10:30 am	Coffee and Networking Break
11:00 am	Session 2: Competitive positioning, identifying product gaps and new areas for innovation. Case Study
12:30 pm	Networking Lunch
1:30 pm	Session 3: The strategy canvas and Blue Ocean. Case Study
3:00 pm	Coffee and Networking Break
3:30 pm	Session 4: Defining the final product(s) and evaluating them using scenarios. Case Study
4:00 pm	End of Day 1

## Day 2 - 10th July - Product Implementation

8:00 am	Registrations and Networking Breakfast
9:00 am	Session 1: Understanding organizational impact. Case Study
10:30 am	Coffee and Networking Break
11:00 am	Session 2: The Project Management Office. Case Study
12:30 pm	Networking Lunch
1:30 pm	Session 3: Sales and marketing. Case Study
3:00 pm	Coffee and Networking Break
3:30 pm	Session 4: Implementation and performance management. Case Study
5:00 pm	End of Pre-Conference Workshop



**Frederik Bisbjerg**  
Head of MENA,  
Digital Transformation  
Specialist  
**The Digital Insurer**

### Previous Engagements

Business Mentor - Qatar Business Incubation Center | Lead Mentor- Qatar Insurance Company (The largest insurance company in the Middle East and amongst the 15 largest in Asia) | Director - SOS International



**Simon Phipps**  
Head of Asia,  
Global Development &  
Blockchain,  
**The Digital Insurer**

### Previous Engagements

CS Chair, The British Chamber of Commerce in Hong Kong | Partner, KPMG | Regional Director – Asia, Willis Tower Watson | Regional Bancassurance Director Asia, Aviva Plc | MD & CEO, Aviva Plc