



IBM and Insurance & Technology are pleased to introduce an all new agenda for the **Insurance for a Smarter Planet Virtual Briefing Center**. From the convenience of your home or office, we invite you to join our next event beginning **June 17, 2010**, at 10:00 AM, EDT.

Make Insurance Smarter: Create a Superior Customer Experience

General Sessions:

Session 1

Keynote: Customer Experience Management and Global Brand Leadership

Berndt Schmitt, Ph. D., Distinguished author and professor, Columbia Business School

Berndt will provide insight in the areas of customer experience, global brands, and corporate creativity. He founded the Center on Global Brand Leadership at Columbia Business School. The Center provides today's leaders with innovative branding solutions and a global perspective through a network of leading schools in China, Germany, Korea, Spain, and Singapore.

Session 2

Customer Intelligence: Differentiate Your Business with Tangible Results

David Hicks, Founder and CEO, Mulberry Consulting

David shares his analytic approach to designing customer experience programs. He has led many major customer-focused change programs and his experience covers the financial services, retail, auto, publishing and technology sectors.

Session 3

Panel Discussion Led by Kathy Burger, Editorial Director, Insurance & Technology Magazine What is Getting Between You and Your Customers? Successful IT Strategies for Better Service

The IBM expert panel will introduce our new **Insurance Industry Framework** and demonstrate how insurers are leveraging IT to improve customer/agent insight and service.

Featured panel speakers:

Dawn Nash, Partner, IBM Interactive Solutions
Sanjay Motwani, Global Insurance Leader, IBM Software Group
Carol Stafford, WW VP Sales, IBM Server Technology Group

For More Information

Visit the virtual center today! Register at www.ibm.com/insurance/vbc to see our current exhibits and to receive more information about the upcoming event on June 17.

We look forward to your participation.

Mark W Lewis
General Manager, IBM Global Insurance Industry