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# Technology In Action

Wednesday, May 30, 2018

BRAINSTATION: 460 KING STREET WEST, TORONTO

## AI: The Foundation of Next-Gen Insurance

“Nearly 80% of insurance executives believe artificial intelligence will revolutionize the way insurers gain information for their customers, with more than half saying the biggest benefit is being able to leverage better data for improved insights into the customers.”

—Blake Morgan, Customer Experience Futurist

### Artificial Intelligence will support insurance professionals in ways never imagined before:

- ✓ AI can shorten learning curves and provide advice and guidance at all levels of the organization
- ✓ AI, including Machine Learning, provides consistency of results in complex situations, reducing non-productive tasks, and freeing the knowledge worker to concentrate on strategic objectives.
- ✓ AI, including natural language processing, provides text or voice interface, allows natural communication with insurance professionals and consumers.
- ✓ Emerging Cognitive Systems - including AI - are designed to solve problems by thinking, reasoning and remembering, allowing users to learn and adapt.

### This event will focus on the realities of AI in the Canadian insurance environment today, and prospects for the future. Topics will include:

- ✓ AI - definitions and distinctions
- ✓ Case studies from insurers
- ✓ How will AI change insurance and brokers?
- ✓ Where will AI go from here?
- ✓ AI - does it require a new approach?

### Target attendees will include:

- ✓ Leaders with responsibility for business transformation who are considering/evaluating AI
- ✓ Line managers responsible for delivering operational business value, who look to new technology solutions
- ✓ Technology professionals evaluating analytic, business intelligence or cognitive computing
- ✓ Business and technology architects and analysts charged with keeping current on the changes that new technologies are enabling.

If you are seeking to increase visibility of your company, products and services, or can provide a perspective on AI in the insurance marketplace, then this event is designed for you.

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[www.insurance-canada.ca/tia](http://www.insurance-canada.ca/tia)



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### Sponsor packages

| ITEM  | GOLD<br>\$6,000 | SILVER<br>\$4,000 | BRONZE<br>\$2,500 |
|---|-----------------|-------------------|-------------------|
| Registrations   | 3               | 2                 | 2                 |
| Company logo on promotional materials and delegate kit  | ✓               | ✓                 | ✓                 |
| Submission of company articles and white papers for posting on Insurance-Canada.ca and referenced in the <i>Chronicle</i> | ✓               | ✓                 | ✓                 |
| Speaking - plenary  | ✓               |                   |                   |
| Speaking - 15-minute POV  |                 | ✓                 |                   |
| Complimentary speaker/panel member  | ✓               | ✓                 |                   |
| Electronic version of the delegate list (contact info not included)   | ✓               | ✓                 | ✓                 |
| e-blast OR Guest blog on the <i>Intersection</i>  | ✓               | ✓                 | ✓                 |
| Sales brochure in delegate kit  | ✓               | ✓                 | ✓                 |

**For more information, please call**  
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