



Capitalize on the Most Advanced Pricing and Modeling Techniques to Develop the Appropriate Underwriting Response to the Soft Market

September 29-30, 2008
Millennium Broadway Hotel
New York City, NY

Conference Chairperson:

Andy Doll
Vice President and Chief Pricing Actuary
Fireman's Fund Insurance

Attending This Conference Will Enable You To:

- **Identify** the most updated criteria to determine the adequate proportion between exposure and competitiveness
- **Learn** how to conjugate a complete ERM approach with decision-making and risk-taking procedures
- **Examine** mainstream and emerging practices in the selection of opportune market areas
- **Assess** the newest updates from regulators and rating agencies
- **Uncover** new opportunities to impact loss ratios and achieve a deep insight of the latest pricing techniques
- **Complete** the transition from models to results
- **Gain** a deeper understanding of successful modeling development

Who Should Attend:

Heads, Vice Presidents, Directors and Senior Management from leading P&C Insurance and Reinsurance companies specifically with responsibilities or involvement in the following areas:

- Underwriting
- Actuaries
- Property Underwriting
- Casualty Underwriting
- Pricing
- Product Management
- Risk Modeling
- Loss Modeling (Reserving)
- Predictive Modeling
- Catastrophe Risk/Modeling

“ The softening market conditions represent the latest challenge for the P&C insurance industry to refine its balance in the market between aggressive pricing policies and sustainable competitive exposure. ”

This **marcus evans** event will provide unparalleled insight into the leading players' views and approaches to the extreme dynamics of the North American and International scenarios.



Featuring Case Studies from Leading Experts Including:

Tim Carter
Chief Underwriting Officer
Zurich North America

Mark Callahan
Chief Actuarial Officer
XL Insurance

Michael Sapnar
Executive Vice President,
Chief Underwriting Officer
Transatlantic Reinsurance Co.

Kimberly Holmes
Chief Actuary
Endurance Specialty Insurance Ltd.

Eduard Pulkstenis
Executive Vice President,
Chief Underwriting Officer
Selective Insurance Company

Joe Fritsch
Director of Insurance Accounting Policy
National Association of Insurance Commissioners

John Iten
Director and Commercial Line
Property/Casualty Sector Specialist
Standard and Poor's

Chris Suchar
Executive Vice President,
Professional Services North America
DFA Capital Management Inc.

Seth Rachlin
Chief Executive Officer
Moore Stephens Business Solutions, LLC

Wayne Blackburn
Principal, Consulting Actuary
Milliman, Inc.

Paul Anderson
Consulting Actuary
Milliman, Inc.

Rob Crossley
Director of Architecture
Scottsdale Insurance Company

Craig Lowenthal
Executive Vice President
and Chief Information Officer
NYMAGIC, INC and MMO Group of Companies

Gregory Costelloe
Chief Actuary
Magna Carta Companies

Andy Doll
Vice President and Chief Pricing Actuary
Fireman's Fund Insurance

Silver Sponsors:



DAY ONE | Monday, September 29, 2008

8:15 Registration

8:45 Opening Address from the Conference Chairperson:
Andy Doll
Vice President and Chief Pricing Actuary
Fireman's Fund Insurance

8:55 Anti-Trust Disclaimer

INSURANCE SOFT MARKET: IMPACT AND INDUSTRY OVERVIEW

9:00

Regulatory Perspective: Legislative Impacts and Political Outlook

- Next move in best practice: audit requirements and obligations for new disclosures
- Reporting for 2007 and guidance for 2008: Evolution and extent of reforms
- Impact of the upcoming political environment on the P&C insurance sector
- Expanding the scope of scrutiny throughout the crisis: the new requirements for subprime-mortgage related-risk disclosures

Joe Fritsch

Director of Insurance Accounting Policy

National Association of Insurance Commissioners

9:45 Panel Discussion

Panel Discussion: Using Analytics and Business Intelligence to Find Opportunity in a Soft Market

- Being smarter about and reacting to market and price changes.
- Measuring producer performance across products and regions.
- Proactively monitoring underwriting standards to detect slippage.
- Finding hot spots by product, region, or class.

Seth Rachlin

Chief Executive Officer

Moore Stephens Business Solutions, LLC

Rob Crossley

Director of Architecture

Scottsdale Insurance Company

Craig Lowenthal

Executive Vice President and Chief Information Officer

NYMAGIC, INC and MMO Group of Companies

10:30 Networking Break

ESSENTIALS FOR THE UNDERWRITING CYCLE

11:00

Defining Technical Price to Effectively Manage Your Margin

- Utilizing predictive modeling insights
- Producing a sophisticated technical price for each risk
- Using model insights to optimize underwriter decision making at POS
- Applying models and pricing to new lines
- Learning from European industry developments

Tim Carter

Chief Underwriting Officer

Zurich North America

11:45 Roundtable Discussion

Compromises within an Actuarial and Underwriting Relationship – A Successful Partnership

- Understanding the market drive of price competition
- Need for profitability in pricing models
- Discussion of strategies to work together when the market is creating a natural opposition

Andy Doll

Vice President and Chief Pricing Actuary

Fireman's Fund Insurance

Sponsorship Opportunities:

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering luncheon, evening functions, and documentation also exist. For further details, contact Chuck Wohltmann, at 312 540 3000 x 6774, ChuckW@marcusevansch.com.

12:30 Lunch

PREDICTIVE MODELING

1:30

Gaining a Competitive Advantage: Uncovering the Potential of Predictive Modeling

- Identifying the competitive drivers for best results: The radical integration of predictive models and business rules
- Unraveling the interactions between pricing accuracy and the selection of the most profitable market areas
- Micro-segmentation and parameters extraction: the long tail of the underwriting process
- Leveraging external data sources into rating and underwriting strategies

Eduard Pulkstenis

Executive Vice President, Chief Underwriting Officer

Selective Insurance Company

2:15

Predictive Modeling in Practice

- Raising the bar for the industry: From simple pricing formulas to sophisticated models
- Observing the shortcomings of current pricing and underwriting techniques
- Measuring the benefits of enhanced modeling: Increased spread in premiums and reduced subsidization between exposures

Paul Anderson

Consulting Actuary

Milliman, Inc.

3:00 Networking Break

3:30

Examining How Predictive Modeling and Product Management Can Influence and Mitigate the Underwriting Cycle

- Overview of the insurance cycle from a pricing perspective
- Pricing cycle implications of predictive modeling
- Product differentiation as an aid to manage through the pricing cycle
- Other predictive modeling considerations for the pricing cycle

Andy Doll

Vice President and Chief Pricing Actuary

Fireman's Fund Insurance

4:15 Closing Remarks from the Chair

4:30 End of Day One

Why You Must Attend:

Given the current soft market, P & C insurers and reinsurers must now focus on strategic and operational priorities – especially underwriting, pricing, and product management. In order to gain competitive advantage, it is essential for companies to examine their modeling and pricing practices to ensure a niche within the marketplace and meet goals of profitability. This conference will look at best practices in the given market, allowing attendees to evaluate various methods in catastrophe and predictive modeling, pricing, and enterprise risk management.

Anti-Trust Notice:

marcus evans is dedicated to complying with all anti-trust laws. All conferences conducted by **marcus evans** are intended only to provide a forum for the expression of various points of view on topics described within the conference program for the event. Under no circumstances shall any **marcus evans** event be used as a way for competing organizations to reach an understanding that would restrict competition or in any way impair the ability of members to exercise independent business judgment regarding matters affecting competition. It is the responsibility of all conference participants to be aware of antitrust regulations and to prevent any verbal or written discussions that appear to violate these laws.

8:00 Registration

8:30 Opening Address from the Conference Chairperson:
Andy Doll
Vice President and Chief Pricing Actuary
Fireman's Fund Insurance

8:40 Anti-Trust Disclaimer

RATING AGENCY PERSPECTIVE

8:45

Discussing What the Rating Agencies are Evaluating

- Inspecting ERM: What can be done at underwriting level to improve overall rating
- Impact of the market on rating trends for P&C insurance
- Determining the movements in the P&C industry: Declining earnings, profitability and premium rates in 2007
- Dampening the effects of ill-advised growth strategies and cash-flow underwriting: Lessons learned from prior crises

John Iten

Director and Commercial Line Property/Casualty Sector Specialist
Standard and Poor's

UNDERWRITING RISK STRATEGIES FOR THE CORPORATE ENTITY

9:30

Rapid Deployment of Whole-Company Economic Capital Models by Integration with Existing Underwriting Models

- How to leverage models in silos as part of an enterprise economic capital model
- Consequences on the whole business decision-making process
- ERM in a softening environment – Choosing the right tools to maximize returns
- Risk aggregation and underwriting profitability

Chris Suchar

Executive Vice President, Professional Services North America
DFA Capital Management Inc.

10:15 Networking Break

10:45 Roundtable Discussion

Implementing a Successful ERM System into Underwriting Practices

- Dispelling the notion of corporate level policy by incorporating in all levels of business
- Reserving techniques as part of ERM
- Strategies when underwriting: How to develop the necessary mindset
- Future development of ERM within P&C insurance

Mark Callahan

Chief Actuarial Officer
XL Insurance

11:30 Panel Discussion

Integrating Loss Variability Indications into an Enterprise Wide DFA Model

- Use of actual company loss experience for assessing variability
- Selection of projection parameters
- Differences in assessing variability in current unpaid claim liability and estimating the variance in future pure premium

Wayne Blackburn

Principal, Consulting Actuary
Milliman, Inc.

Chris Suchar

Executive Vice President, Professional Services North America
DFA Capital Management Inc.

Gregory Costelloe

Chief Actuary
Magna Carta Companies

12:15 Lunch

PRICING STRATEGIES

1:15

Trends in Pricing

- Monitoring Rates – Internal, competitors and new business
- Analytical tools for optimal pricing
- Impact on pricing of data quality
- What pricing models can't do

Kimberly Holmes

Chief Actuary
Endurance Specialty Insurance Ltd.

2:00

Pricing Models and Strategies of a Reinsurer

- Understanding the complexity of reinsurance underwriting
- Pricing strategies in the soft market
- Lessons learned towards a code of best practice
- How to get the best pricing in the given market from a reinsurer

Michael Sapnar

Executive Vice President, Chief Underwriting Officer
Transatlantic Reinsurance Co.

2:45 Closing Remarks from the Chair

3:00 End of Day Two

Silver Sponsors



Milliman is among the world's largest independent actuarial and consulting firms, with practices in property and casualty, life insurance and financial services, employee benefits, and healthcare. Our consultants have extensive experience in all aspects of property and casualty risk, as well as an in-depth understanding of both the technical and business aspects of the industry.



DFA Capital Management Inc. (www.dfa.com) is a leading provider of enterprise risk management software for the insurance industry. Using DFA's advanced stochastic modeling tool, ADVISE™ and GEMS™ Economic Scenario Generator, companies benefit from greater accuracy in strategic decision-making, regulatory and ratings agency compliance, and in allocation of capital and resources.

MOORE STEPHENS BUSINESS SOLUTIONS LLC

Moore Stephens enables carriers, brokers, and reinsurers to 'Intelligent' – to see history, understand the present, and plan their future. We have developed over 300 Key Performance Indicators (KPI's) which are used to build scorecards, dashboards, and web-based forecasting and analytic tools. Customers using our solution have increased profitability, reduced risk and cut costs.

Moore Stephens' solutions improve the performance of insurance organizations. Its Intelligent Insurance Analytic Framework (IAF) delivers accurate, available and actionable Key Performance Indicators, dashboards, and scorecards to executives, managers and analysts. Disparate data gains context, enabling companies to achieve strategic goals and measure results by bringing insurance performance into line.