SIAA

VIRTUAL CONFERENCE • SEPTEMBER 13-14, 2022

iAEVOLVE

Speaking Proposal | Workshop Proposal

SIAA Background

SIAA is a national alliance consisting of approximately 13 percent of all independent insurance agencies in the United States. Its member agencies generate hundreds of millions of dollars in new premium business annually and represent over $10 billion of in-force premium. SIAA is dedicated to the creation, retention, growth and evolution of the independent insurance agency distribution system.

IA Evolve Virtual Conference context

- Raising the level of technological expertise of SIAA, its master agencies, and member agencies, increasing the adoption of sound digital solutions, and exploring technology investments is a priority for SIAA.
- The network of SIAA member agencies possess varying levels of technology expertise, necessitating an approach that is multi-level, flexible and reasonable
- The virtual conference will take place over 2 days, September 13-14, and will break down into 2 tracks:
  1. **Client acquisition, retention, and customer experience**
     Client acquisition, engagement, retention are essential ingredients for growing an insurance agency. How do tech-based strategies and tactics help move the needle, deliver and close more leads, and keep your customers coming back?
  2. **Scaling up, operational efficiencies and innovation**
     How do successful agencies manage and sustain impressive growth? How can tech-supported strategies lead to increased profitability? Where and how can gains be realized in operational efficiencies with the right automation tools and techniques?

Key Info:

- Submissions open – June 30, 2022
- Deadline for Submissions - July 22, 2022
- Submissions notified of status – week of July 29, 2022 or sooner
- Most sessions last 30-45 minutes, and no more than 1 hour

Proposal Review Process:

Proposals will be reviewed by the SIAA Conference Advisory Panel comprised of SIAA Marketing professionals and those serving on the SIAA Technology team and will be reviewed according to the criteria below. The process involves extensive online review and a live discussion. The final program remains the responsibility of SIAA.

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SPEAKING / WORKSHOP PROPOSAL

Session Title: Submit a draft title

Session Speakers:
For each speaker, please provide the following:
Name, title, company
Phone, email
Short Bio
Photo of presenter

Presentation Description: Please provide a description of your proposal. This is important in the evaluation
your proposal. If accepted, it will become the basis for promotional material.

Learner Outcomes:
In this section, we are looking for measurable results that will come from your presentation -- what the learner will be able to do after attending your presentation. Please list at least two, but no more than three measurable outcomes; proposals will not be considered without valid Learner Outcomes.

Learner outcomes are best expressed by using active verbs such as: identify, discover, practice, describe, chart, define, list, etc. For example: By the end of this presentation, participants will be able to list ways to increase client retention.
- *Outcome 1 – By the end of this presentation, participants will be able to: _____
- *Outcome 2 – By the end of this presentation, participants will be able to: _____
- Outcome 3 – By the end of this presentation, participants will be able to: _____
(*required)