

Mutual & Cooperative Insurance Communications Seminar

Make your mutual message matter

Dublin, 19-21 June 2017

Monday 19 June 2017

Optional social tour arranged by IPB

19:30

Welcome reception

Tuesday, 20 June 2017

08:30 – 09:00

Welcome coffee and registration

09:00 – 09:15

Welcome and introduction

IPB welcome and moderator

09:15 – 09:45

Keynote speaker presentation: The future landscape for digital communications/marketing

09:45 – 11:00

Session 1 - Managing digital feedback

Customers/members are able to express their views openly on social media. How can mutual and cooperative insurers handle positive and negative customer feedback on these networks and maintain their close and trusting relationship with customers/members.

11:00 – 11:30

Coffee

11:30 – 13:00

Session 2 - Why the global reputation study matters to your national business – whatever the size!

In 2013 ICMIF published its first Global Reputation Report which retrospectively tracked digital content between November 2011-2012 to establish people's perceptions, sentiments towards and conversations about cooperative/mutual/fraternal insurers and their competitors. ICMIF completed a follow-up audit in 2016 and will present the results, as part of this session.

A panel of small and large member organisations will discuss the key outcomes from the research in relation to their businesses and how they express their mutual points of difference.

13:00 – 14:00

Lunch

13:45 – 15:45

Session 3 - Lost in translation? Helping stakeholders understand your message and take action!

Understanding the right language and behaviours in communication is crucial. Your

communications plan includes multiple stakeholders, from varying demographics and socio-economic groupings. They all need influencing in different ways and this session looks at how our members are tackling these issues including:

- How do you describe your brand proposition to millennials and baby boomers? Should you adapt how and where you communicate with them? Do they understand mutuality?
- How do you get executive buy in – and budget - for a social media plan when your culture doesn't embrace it?

Members will explain what behaviours, tools and messages they use to communicate effectively with various stakeholders.

15:45 – 16:00

Coffee

16:00 – 17:30

Session 4 - Advocacy as a catalyst for an increased profile for our companies

ICMIF and AMICE raise awareness about the mutual and cooperative model at a global and European level respectively. The two organisations will present their work in this area and members will explain how their communications and marketing strategies are benefiting from their involvement.

17:15 – 17:30

Closing remarks

19:30 – 23:00

Dinner event hosted by IPB

Wednesday, 21 June 2017

09:30 – 10:00

Welcome coffee

10:00 – 11:15

Keynote presentation: *Does size really matter?* You don't need to be a large insurer or have a big budget to make an impact (Live-stream)

11:15 – 11:30

Coffee

11:30 – 13:15

So what next? What actions should be put in place by your organisation and your federation/association to create meaningful communications in the digital age

Session chairs discuss the action points taken from their sessions and engage with delegates to agree actions for themselves, ICMIF and AMICE.

13:15 – 14:15

Lunch

14:15 - 15:00

Networking coffee