



CAPSTONE INNOVATION SESSION



**Independent
Insurance**
Agents of **Wisconsin**
EMERGING LEADERS

JULY 18-19, 2019

Edgewater Hotel, Madison, WI

SCHEDULE OF EVENTS

July 18th

9 am Registration Opens

10 am Opening Remarks

10:30 am-
Noon **Ideation**
Teams will be provided problems statements relative to the insurance industry. Participants will be tasked with creating as many possible solutions (individually and as a group) and then build off others creative thinking. Come learn how to challenge assumptions and think creatively!

12 pm Lunch Buffet Edgewater Grand Ballroom

12:30-2 pm **Concept Development**
Move quickly from a sea of "post-it" ideas to a mature and clear concept overview. Participants will use a hands on approach to define the scope of their concept and the perceived outcome of their solution. Creativity is encouraged and fun is required while you prepare to enter the Shark Tank.

2-4 pm **Shark Tank Presentations**
Teams will present to an esteemed panel of judges and be scored on various aspects of innovation. Winners will be recognized for their creativity and participants will receive valuable tools to take back to their organization.

6 pm **Dinner - Madison's 119 King St.**
Madison, WI 53703

8-11 pm **Cocktails at the Edgewater Red Crown Rooftop Lounge**
Join us for an evening of spectacular views and professional networking. Take in all of Madison's twinkling city lights and Lake Mendota's waves lapping against The Pier.

July 19th

9 am Breakfast Edgewater Grand Ballroom

10 am **Exposures on Your Agency Website, Social Media and in Agency Marketing Materials (1 CE)**
Learn about how agency websites and marketing language can create special relationships and increase exposures for E&O claims.

11am **Cybersecurity Regulations: Your Agency Must Comply (1 CE)**
Handling sensitive information is now one of the most critical responsibilities faced by the modern insurance agency. This session will review state and federal laws and discuss customer service best practices. Participants will be provided with valuable tools and resources to utilize within their organization.

"SHARK TANK" an innovation event presented by Integrity Insurance

Join IIAW Emerging Leaders at the Edgewater Hotel in Madison for the Capstone Innovation Session sponsored by IIAW Exclusive Partners. Brainstorm and innovate creative solutions to help drive a successful business. Participants will leave with a new approach to apply in their own organization (and share with clients). Come and explore the tools and tricks to think outside the box and learn the process of ideation which leads to innovation.

Capstone Innovation Session was formally the Leadership Conference

REGISTRATION INFORMATION

\$209 Members
\$239 Non-Members
\$214 a night - Edgewater Hotel
Room block: IIAW - Emerging Leaders

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