INSURCON

MAY 11-12
KALAHARI RESORTS
WISCONSIN DELLS, WI

WWW.IIAW.COM/INSURCON
**SCHEDULE OF EVENTS**

**MONDAY MAY 11TH**

**11:15AM-12:45PM**  
**AWARDS LUNCHEON AND BUSINESS MEETING**  
Join us as we honor our 2020 Award Winners and conduct our annual business meeting. A plated lunch will be served for all those in attendance of the meeting.

**1:00PM-2:00PM**  
**“EXTRACTING DATA FROM YOUR AGENCY MANAGEMENT SYSTEM” (2 CE)**  
Join the IIAW Automation/Technology Committee for a robust discussion on what data to collect from your agency management system, how to extract it and then how to use that data for business purposes.

**1:00PM-2:50PM**  
**“HARASSMENT IN THE WORKPLACE, EMPLOYMENT PRACTICES LIABILITY INSURANCE (EPLI) AND THE IMPACT OF THE #METOO ERA” (1 CE)**  
Multiple Risk Management, CNA  
Director, CNA  
Laura Lapidus, Management Liability Risk Control  
This session will examine the #MeToo movement’s effect on the workplace, harassment claim trends, litigation trends, and anti-harassment legislation that has been passed recently. Practical tips regarding compliance, mitigating measures companies can take, and carriers’ risk management resources will also be reviewed.

**2:10PM-5:00PM**  
**“ETHICS AND TRUST” (3CE)**  
Marc Treacy, Managing Director of Flood Markets  
Insurance Liaison, Department of Homeland Security - FEMA Region 5 (Floodplain Management and Homeowners Protection)  
This class will discuss the Ethics in the Insurance Industry. Specific focus is given to the concept of trust as a key component of an ethical insurance agent. The course is a combination of instructor lead lecture, group discussion and group case study research. Agents will be able to walk away from this class with a better understanding of how trust plays an integral role in ethics.

**3:00PM-3:50PM**  
**“EXPLORING PRIVATE AND PUBLIC FLOOD MARKETS” (1CE)**  
Marc Treacy, Managing Director of Flood Insurance, ISO and James Sirk, Regional Flood Insurance Liaison, Department of Homeland Security - FEMA Region 5 (Floodplain Management and Homeowners Protection)  
Two perspectives, one topic. Two industry experts will discuss the private flood insurance market as well as the National Flood Insurance Program and other emerging flood issues and concerns.

**4:00PM-5:00PM**  
**“EVERYTHING SPEAKS: ALIGNING YOUR MARKETING EFFORTS TO UNEARTH YOUR TRUE VALUE”**  
Richard Scott, Founder of AmpliPhi Social Media  
This class will discuss how to effectively align your company image and brand both internally and externally via digital and social media.

**TUESDAY MAY 12TH**

**7:45AM-8:45AM**  
**GRAB & GO BREAKFAST**

**9:00AM-10:15AM**  
**“THE EVOLVING CYBER RISK LANDSCAPE”**  
Spencer Smith, Founder of AmpliPhi Social Media  
This class will discuss what is most important for businesses when considering cyber risk management and new ways to approach this area. This class will also review recent trends, threats and opportunities. The discussion will also include emerging trends, threats and opportunities. The discussion will also include how to ensure financial support for improvements.

**10:00AM-11:15AM**  
**“INSURTECH MEETS INNOVATION”**  
Spencer Smith, Founder of AmpliPhi Social Media  
Startups are emerging in all facets and all industries. Learn about some new “insurtech” startups participating in gener8tor’s OnRamp Insurance Accelerator, along with recommendations for identifying and partnering with emerging technology firms to improve your business.

**11:30AM-12:00PM**  
**“FIRESIDE CHAT WITH MATT”**  
Mr. Theismann in the Exhibitor Showcase will be a photograph opportunity with autographed footballs, jerseys and there will be a photograph opportunity with Mr. Theismann in the Exhibitor Showcase following his presentation.

**12:15PM-2:00PM**  
**INSURCON 2020 ENTERTAINMENT**  
Its time cut loose and enjoy some great entertainment and music from Grammy Shot. This is a great time to network, enjoy company hospitality booths and just have fun!

**2:00PM-5:00PM**  
**EXHIBITOR SHOWCASE**  
This year’s Exhibitor Showcase is a must-see event! With more exhibitors and more prizes, don’t miss the opportunity to win cash or to meet your next great partner for success. InsurCon2020 will feature the first ever Blackout Bingo game where agency owners and employees will have multiple chances of winning hundreds of dollars!

**5:00PM**  
**PRIZES & GIVEAWAYS**  
Super Door Prize winners and Blackout Bingo cash prizes will be awarded. Must be present to win.
Joe Theismann is an entrepreneur and the former star quarterback for the Washington Redskins. Most recently, he spent the last 2 decades working for ESPN and the NFL Network as an NFL analyst. A 12-year NFL veteran, Joe played in 163 consecutive games from 1974-1985 for the Washington Redskins and holds Redskin records for passing yardage, completions and attempts. He was a two-time Pro Bowl selection and Pro Bowl MVP. Joe Theismann’s career ended abruptly in 1985 after sustaining a badly broken leg during a Monday Night Football game against the New York Giants on national television. In 2003, he was inducted into the College Football Hall of Fame. With every chapter of his life, Mr. Theismann evolved from athlete to the ultimate businessman. An Emmy award winning analyst, business man and athlete, he utilizes his gifts, talent and high energy to share his strategies for handling unforeseen change.

TROY VOSSeller
Co-Founder of gener8tor

Troy is a Co-Founder of gener8tor. gener8tor is a turnkey platform for the creative economy that connects startups, entrepreneurs, investors, universities and corporations. The gener8tor platform includes pre-accelerators, accelerators, corporate programming, conferences and fellowships. gener8tor operates more than 25 accelerators annually across North America, working with more than 100 startups per year.

Edward Chang leads the Travelers cyber risk control practice. In that capacity, he is involved in underwriting, risk control, and catastrophe analysis for the company’s cyber insurance products. Prior to Travelers, Eddie was a federal prosecutor where he focused on prosecuting Romanian phishers, Nigerian fraudsters and other cyber criminals.
REGISTRATION

Register now at iiaw.com/insurcon

**MEMBER**

$199*  
*Early Bird Rate until 03/31

$229

Keynote Speakers  
CE Sessions  
Exhibitor Showcase  
Convention Evening  
Entertainment & More!

**NON-MEMBER**

$239*  
*Early Bird Rate until 03/31

$259

Keynote Speakers  
CE Sessions  
Exhibitor Showcase  
Convention Evening  
Entertainment & More!

**EXHIBITOR SHOWCASE ONLY**

$74

Exhibitor Showcase  
2:00pm-5:00pm

*attendees will be identified with a different colored badge

Group reservations of 8 or more will receive a 10% discount. This applies to full registrations only. Please contact info@iiaw.com for group reservations.

Cancellations received by April 10, 2020 will be refunded, less a $10.00 processing fee. Cancellations with less than one-month advance notice will not be eligible for a refund.
ADDITIONAL INFORMATION

Exhibitor Information

The annual Exhibitor Showcase will be held on Tuesday May 12th. Exhibitors are invited to review the new registration options and Blackout Bingo participation opportunity. Details and online registration can be found on our website, [www.iiaw.com/insurcon](http://www.iiaw.com/insurcon).

Questions?

Please call the IIAW at 608.256.4429 or email [info@iiaw.com](mailto:info@iiaw.com). Refer to [www.iiaw.com/insurcon](http://www.iiaw.com/insurcon) for complete event details, sponsorship opportunities and exhibitor information.

Hotel Information

All convention events will take place at the Kalahari Resort & Convention Center. Rooms are available for Monday May 11th. Please indicate that you are attending the Independent Insurance Agents of WI InsurCon event to receive the group rate of $114/night. The hotel reservation deadline is April 11, 2020. A link for online reservations is located on the convention registration page found on our website, [www.iiaw.com/insurcon](http://www.iiaw.com/insurcon).
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