




WEEKLY NEWS

March 26, 2014
Vol 5, Issue 11

FEATURED VIDEO

ACORD LOMA Forum ACE Boot Camp



 The ACORD LOMA Forum ACE Boot Camp can help you prepare to take the ACE exam. Click the image to learn more.

FEATURED ARTICLE

Flight MH370: The insurance aspect



As families mourn the loss of their loved ones, they are also looking to the insurance industry for help. Click the image to read the entire article.



HEADLINES AND INFORMATION

ACORD Minute

1. Flight MH370: The insurance aspect
2. Attaining Thought-Leader Status. What it is, and how you can get it. *(Part 1 of 3)*

INSURANCE TECHNOLOGY ASSOCIATION

3. Time to Shift from Business/IT Alignment to Business/IT Alliance *(Insurance Technology Reporter)*

INSURANCE NETWORKING NEWS

4. 3 Considerations When Implementing New Technologies *(Insurance Networking News)*

TECH DECISIONS

5. 6 Transformational Questions the Industry Will Answer in 2014 *(Tech Decisions)*

ACORD SPOTLIGHT

6. Gamma Iota Sigma Announces 43rd Annual Conference 

LIFE & ANNUITY

7. How are you working with ACORD?

ACORD EDUCATION

8. ACORD LOMA Forum ACE Boot Camp 

ACORD NEWS YOU NEED

9. ACORD Calendar

Click here to register on the acord.org website to receive the ACORD Weekly Newsletter in your inbox every week!



10. IRI Operations & Technology 2014 Conference

HEADLINES AND INFORMATION

ACORD Minute

Watch this video to get highlights of this week's ACORD Newsletter.



HEADLINES AND INFORMATION

1. Flight MH370: The insurance aspect

By Johnell Johnson, ACORD

As more details emerge regarding the missing Malaysia Airlines plane, the insurance industry is already playing a role in the process moving forward. Families of the victims of flight MH370 have received hardship payments.

The flight disappeared on March 8th with 239 people onboard. Recently satellite images showed more than 100 potential objects in the Indian Ocean, the place where the plane is believed to have crashed. Rescue efforts continue as an international team searches an area of 1.6 million square kilometers - about the size of Alaska.



Malaysia Airlines is reportedly covered by a local insurer, which passes most of the risk to Lloyd's specialists and others in the London market. AGCS, a specialist arm of German insurer Allianz said it began making initial payments on the aircraft insurance policy.

Families receive hardship payments when they have to take time off from work or incur other costs as a result of missing relatives. If it's determined that all 239 people have died, further payments for life insurance will be handed out.





HEADLINES AND INFORMATION

2. Attaining Thought-Leader Status. What it is, and how you can get it. (Part 1 of 3)

By Lin Gensing-Pophal

There is a distinction, however subtle, between thought leaders and experts. An expert is someone who knows a lot about a particular topic or subject. A thought leader is someone who others believe is an expert on a particular topic or subject. That's a key differentiator. It's possible to be an expert that nobody knows about. It's also possible to be a thought leader without true expertise (although, chances are, you won't remain a thought leader for long...)



In today's electronic environment it's easier than ever before for those with true expertise to achieve thought leader status. That includes insurance professionals whose services address a wide range of needs and concerns held by consumer and business markets. In a field that provides highly commoditized services, finding a niche that can be served through thought leadership can be a great way for providers, both large and small, to stand out from the masses.

The Importance of Thought Leadership

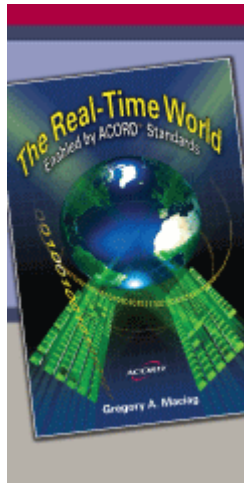
Mike Greece is managing director at The Pollack PR Marketing Group in New York City. "From my experience working in professional services industries, like insurance, thought leadership is the currency around which a community can engage and create conversations which, potentially, lead to brand interest and brand loyalty," he says.

Top-of-mind awareness, important for any brand, requires the continuous flow of fresh ideas and insights, says Greece. That's more important than ever in the 21st century, he says. "There is a new paradigm because of the maturity of the overall marketplace in terms of their filtering of information." Consumers are increasingly sophisticated in terms of their information consumption. Because of this, says Greece: "It's increasingly important to demonstrate continuous flow of content that benefits the target audience, and not necessarily the sender of the information or the brand.

That's an important distinction and one that many overlook, to their detriment.

"The notion of content marketing is not new, but the importance and the impact of content marketing-which basically consists of thought leadership-is increasingly important because of the increased comfort level the marketplace has with information, rather than propaganda," says Greece.

The Internet, a key source of information these days, is built not on propaganda flow, but on information flow, he says. Thought leaders become thought leaders not because they are attempting to sell themselves or their products and services, but because of the "authenticity and altruism" of the information and insights they provide, he says.





Next week... read the ways to continually create credible, visible and highly valuable content.

Lin Gensing-Pophal has written on topics ranging from health and wellness, to careers and HR-related topics, to marketing and social media. Her most recent book, "The Complete Idiot's Guide to Strategic Planning" (Penguin), was released in spring 2011. Lin is a member of the American Society of Journalists and Authors, the Association of Health Care Journalists, and the Society of Professional Journalists.



<

REGISTER NOW!	OMG Technical Meeting & Special Events March 24-28, 2014 • Reston, VA USA
----------------------	---

INSURANCE TECHNOLOGY ASSOCIATION

3. Time to Shift from Business/IT Alignment to Business/IT Alliance

There is no question that alignment between the views and actions of business and IT professionals is critical for synchronizing strategies, priorities, and implementation-hence the commonly used term 'Business/IT Alignment.'

Courtesy of



INSURANCE NETWORKING NEWS

4. 3 Considerations When Implementing New Technologies

Once insurers have designed strategies and roadmaps for their enterprise architectures, their next challenge is to successfully navigate a path through the implementation process. Find out what four successful insurers have done, and learn some of the best practices noted by Ceient in the Implementation category of its Model Insurer awards program.

Courtesy of



TECH DECISIONS

5. 6 Transformational Questions the Industry Will Answer in 2014

Insurers who wish to be market leaders in an increasingly competitive, tightly segmented and consumer-driven environment need to be more adaptive in their thinking, culture and strategic approach.

Courtesy of





MEMBERS...

download & implement

ACORD SPOTLIGHT

6. Gamma Iota Sigma Announces 43rd Annual Conference

At ACORD we want you to know about events that have an impact on the industry. Take a look at what's happening Gamma Iota Sigma.

Gamma Iota Sigma, the international risk management, insurance and actuarial science fraternity, announces the 43rd Annual International Conference and Career Fair, taking place October 2-4, 2014 in Dallas, Texas and co-hosted by the Beta Zeta Chapter of the University of North Texas. Gamma Iota Sigma functions as a talent catalyst and counts the Annual International Conference as its hallmark program to connect its members to the insurance industry.

[Click here](#) to read the entire story.



VIDEO: Click the image to hear what Gamma Iota Sigma has been doing.



LIFE & ANNUITY

7. How are you working with ACORD?

The L&A Claims Working Group is well under way and wants you to participate too. The group held its kick-off meeting on February 19th and has been able to identify and prioritize the claims use case needs and have identified the following use cases as 'A' priorities:

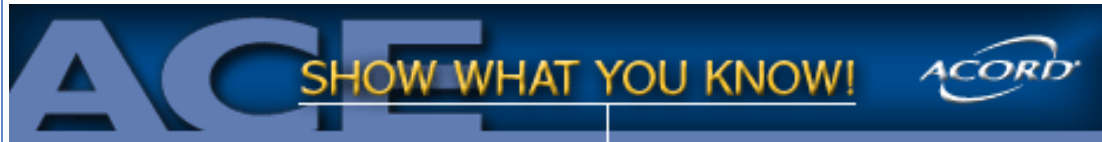
- Business as Usual Death Claims
- Proactive Death Claims Processing
- Voluntary Claims
- Provide distinction between claims and policy data.



The group's current focus is on documenting

the use case and data element needs for proactive death claims processing.

Are you ready to join? Contact Yolanda Austin at yaustin@acord.org to learn more.




ACORD EDUCATION

8. ACORD LOMA Forum ACE Boot Camp

If heading to our FIRST EVER ACE Boot Camp at this year's ACORD LOMA Forum at Rosen Shingle Creek in Orlando, Florida wasn't enough to motivate you to become ACE Certified in 2014, we have a few more incentives for you...

*This is a savings of up to \$1,000 on your ACORD LOMA Forum Registration Fee if you attend ACE Boot Camp on Sunday, May 4th (ACORD LOMA Forum's Opening Day) and sit for either the ACORD History or the ACORD Implementation Exam - or both! You will also receive complimentary ACORD History, Governance and Process and ACORD Implementation Exam when you take them at our forum. That's valued at \$295! AND you also have the opportunity to fulfill your ACE Industry Knowledge requirements at ACORD LOMA (no exam required).



 VIDEO: Click the image to watch more about the ACORD LOMA Forum ACE Boot Camp.

For more information, email ace@acord.org or to receive your promotional code before registering for the ACORD LOMA Forum. Please include "ACE Boot Camp" in the subject line.

*Savings based upon your organization's current ACORD Membership status. Limited time offer.

Click here to learn more about the ACE Boot Camp.



ACORD NEWS YOU NEED

9. ACORD Calendar

Do you know what's happening at ACORD? Check this section of the newsletter every week to read news you should know! From notifications on forms and Standards to attending, exhibiting and sponsoring events, this section will keep you up to date on all things ACORD.



Click the image to view the entire ACORD Calendar.

In the near future ...

IDMA 2014 Annual Conference

April 7-8, 2014

Location: Philadelphia, PA

Details: The IDMA Conference will take place in historic Philadelphia for their annual industry gathering of insurance data management professionals and learn how insurance companies are using new data sources, tools and technologies to enable enhanced capabilities for managing their data assets.

IDA New York

April 23, 2014

Location: Harmonie Club, New York, NY

Details: IDA, the Insurance Data & Analytics Summit, is an exclusive event for members of the C-suite who seek to understand Big Data, increase their company's analytical capabilities and do their jobs more effectively.

NASPA 2014 Partner XE User Conference

April 23, 2014

Location: Columbus, OH

Details: ACORD will hold a special one-day session (for conference attendees only), April 23rd, for NO EXTRA COST! Please register so we know who to expect!

ACORD Club

April 24, 2014

Location: Balls Brothers, Minster Exchange, Minster Court, London, UK

ACORD LOMA Forum

May 4th - May 6, 2014

Location: Rosen Shingle Creek, Orlando, Florida, USA

Details: The ACORD LOMA Forum is where you go today to prepare for tomorrow. Challenge your old thought processes. Gain fresh perspectives. Explore possibilities. Network with experts and connect with your peers.

AUGIE Sessions at ACORD LOMA

May 4th - May 6, 2014

Location: Rosen Shingle Creek, Orlando, Florida, USA

Details: The ACORD LOMA Forum is where you go today to prepare for tomorrow. Challenge your old thought processes. Gain fresh perspectives. Explore possibilities. Network with experts and connect with your peers.



ACORD NEWS YOU NEED

10. IRI Operations & Technology 2014 Conference

ACORD is excited to partner with IRI and DTCC Insurance & Retirement Services to co-producing this year's IRI Ops & Tech Conference, which promises to provide "best of class" content from key industry leaders focused on Retirement Industry issues and solutions. ACORD, IRI and DTCC are integral partners in providing the retirement industry solutions for broker dealers, investment firms and other retirement income product distributors.



ACORD and its members will be significant contributors within the 2 day agenda, representing a variety of industry-relevant subject matter.

PLEASE NOTE: If you are an ACORD member, you are eligible for reduced member registration fees!



ACORD, 1 Blue Hill Plaza, 15th Floor, Pearl River, NY 10965-8529, USA

Unsubscribe: If you do not wish to receive this newsletter please click to [unsubscribe](#).

Feedback: Feedback on any content published in the ACORD Weekly Newsletter is welcomed and can be directed to Johnell Johnson at jjohnson@acord.org.

If you believe others in your organization would like to subscribe to the ACORD Weekly Newsletter, please forward this edition to them with the Subscribe instructions below.

Subscribe: To subscribe, first, register on www.acord.org. Once registered, sign in and select Manage Profile and then Update Mailing List.

The ACORD name, and logo are registered marks of ACORD Corporation. Third party marks are the property of their respective owners.