

June 24, 2015

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ACORD Insurance Innovation Challenge: Waking the Sleeping (Insurance) Giant



When most people hear the word "insurance", they probably don't associate the word "innovation" with it. A common view of the insurance industry holds that it moves too slowly, the status quo stays status quo, and new ideas - even great ones - don't always result in action. It's a sleeping giant that keeps hitting the snooze button.

ACORD's Insurance Innovation Challenge is a strong first step toward waking the giant. The Challenge is possibly the first ever insurance-specific innovation competition, and last Thursday, nearly 40 companies from all points on the insurance chain, all parts of the U.S., and several countries around the globe showed up at ACORD's Pearl River, NY headquarters armed with slide deck presentations and a desire to change the game.

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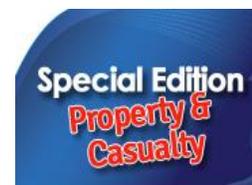
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ACORD in Depth: Innovation Challenge Semi-Finals

ACORD President & CEO Greg Maciag and ACORD Insurance Innovation Challenge architect Bill Hartnett take a quick break during the semi-final round to discuss what's happened, what's going on now, and what's yet to come in the Challenge.



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What Is Innovation?

Contestants from the 2015 ACORD Insurance Innovation Challenge answer the fundamental question: what is innovation?



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This Month at ACORD



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Video Replay



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ACORD Insurance Innovation Challenge Photos

There were plenty of things happening at this year's ACORD Insurance Innovation Challenge. [Click here](#) to view some of the photos from this year's event.



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ACORD Awards... Deadline Approaching!

The ACORD Awards - recognized by the global insurance industry as a prestigious honor - are presented to those organizations and individuals who have demonstrated outstanding achievement in ACORD implementation in the past year.

The deadline for ACORD Awards submissions is July 31, 2015.

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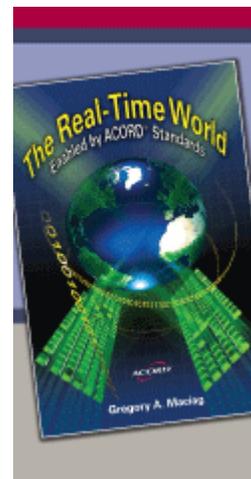
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July 23, 2015

Location: Protea Hotel Fire and Ice! Melrose Arch Johannesburg 2076 South Africa

Network with your peers from the Southern Africa region. Share your challenges with experts from top companies, contribute to discussion about the future of the insurance industry and help influence its direction.

ACORD2015

November 2-4, 2015

Location: Boca Raton Resort, Boca Raton, Florida, USA

If you've attended the ACORD Implementation Forum in the past (and even if you haven't), you'll want to attend ACORD2015. It's everything you expect from a flagship ACORD event. And more.

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