



International Association for the
Study of Insurance Economics

Études et Dossiers

Extract from

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4th Chief Communications Officers Meeting

Hosted by ING Group

Amsterdam, 14-15 December 2006

&

9th Amsterdam Circle of Chief Economists

Hosted by ING Group

Amsterdam, 8-9 February 2007

April 2007

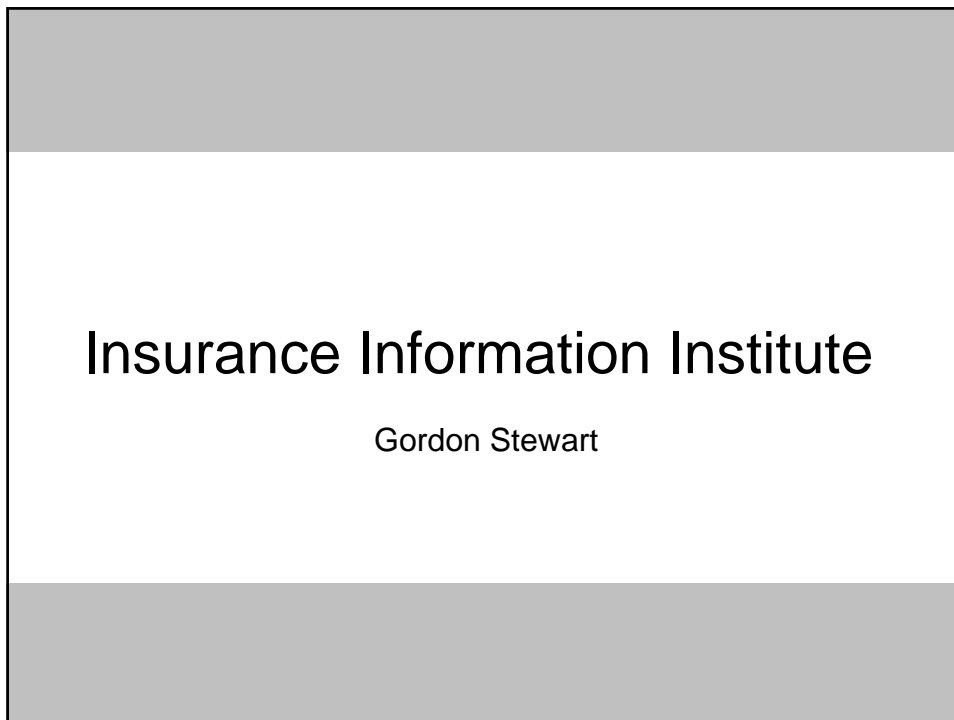
Working Paper Series of The Geneva Association

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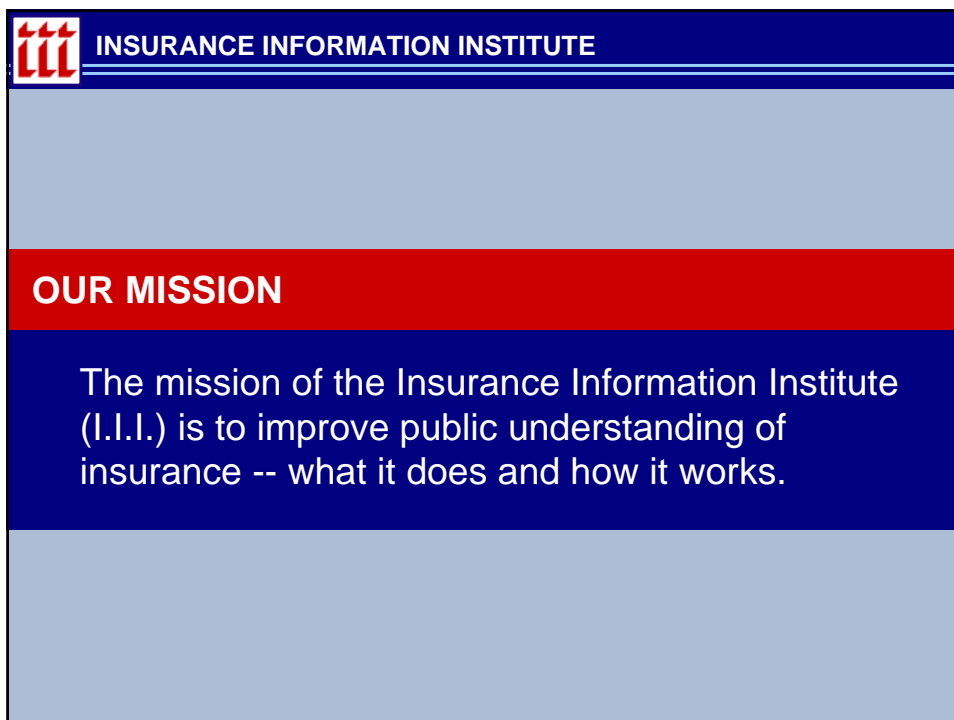
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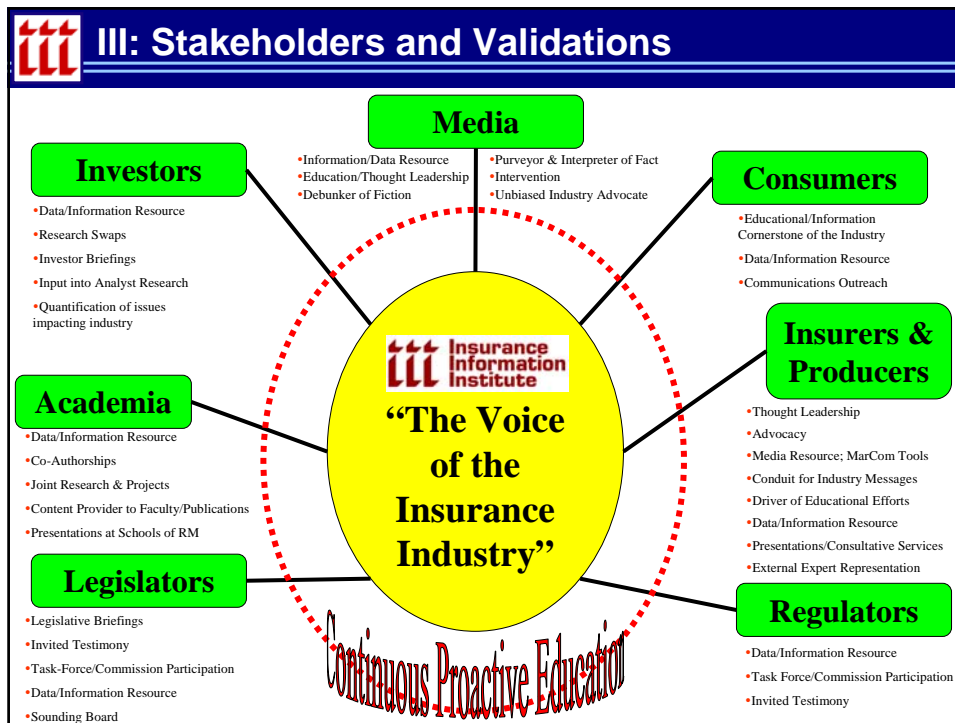
Gordon Stewart



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- Inclusive – represent diversity of the industry
- Participatory – engage with members & other trades
- Proactive – plan ahead and execute strategic communications
- Responsive – address the needs of members
- Aggressive – challenge industry critics, refute misrepresentations, close knowledge gaps




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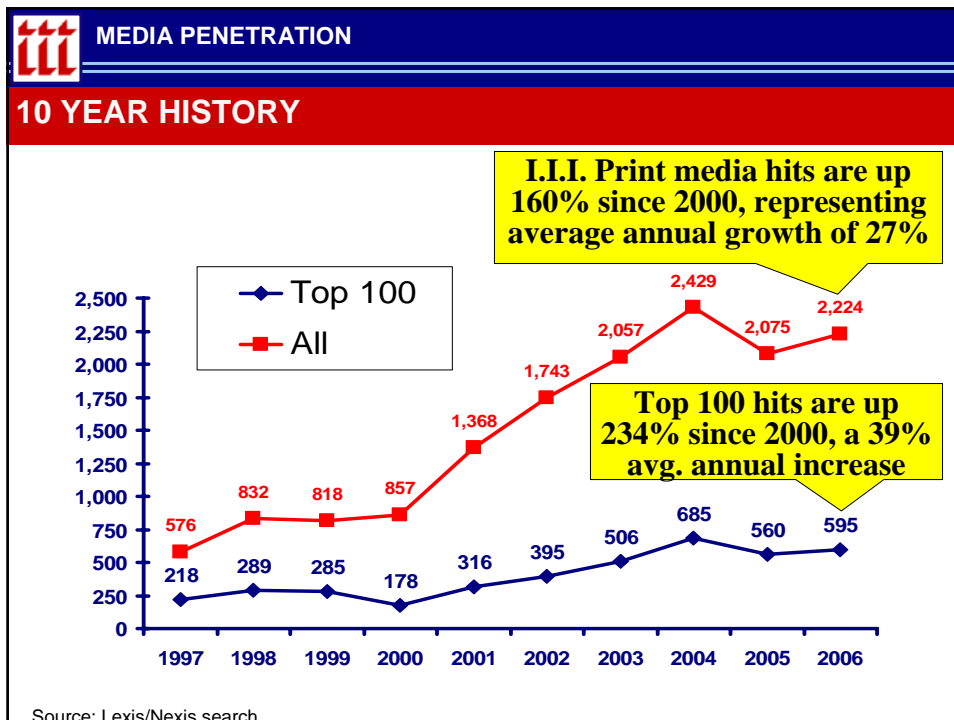
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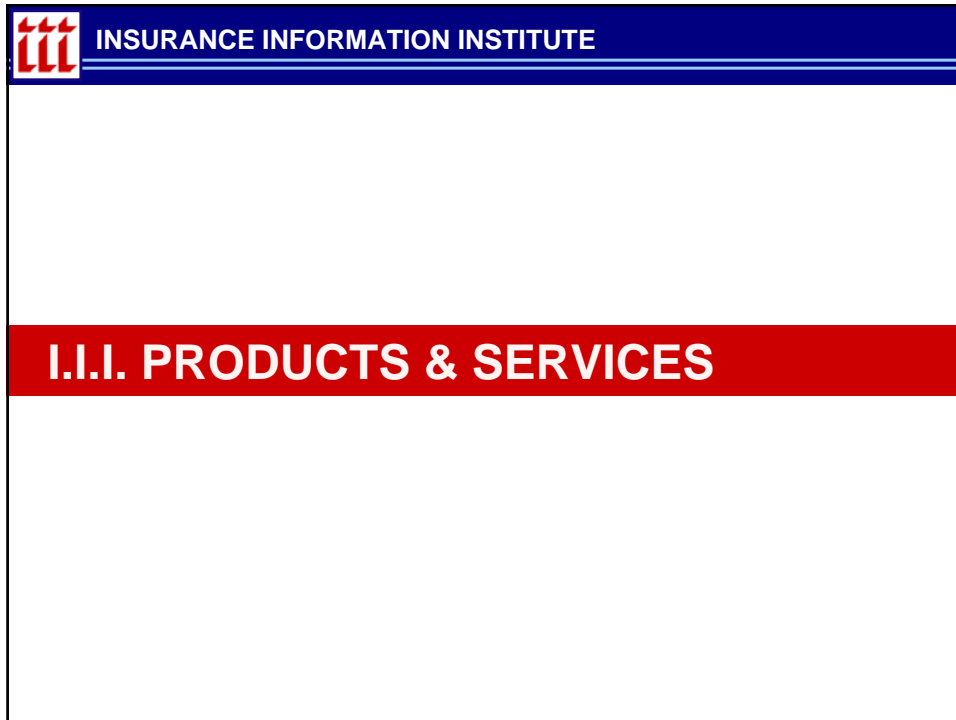
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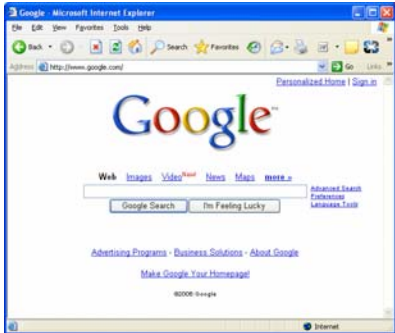
 RECENT III PRESENTATIONS*	
Ace	CPCU Society
Acuity	CPCU Society of Arizona
Aegis Insurance	Delaware Joint Legislative Committee
AIG	Erie Insurance
Allstate	Excess/Surplus Lines Society
American Agricultural/Farm Bureau Companies	Farmers Insurance
American Institute of Marine Underwriters	Florida High Hazard Coastal Commission
American Re/Munich Re	Florida Insurance Council
Baton Rouge Press Club	GE Insurance Services
Bear Stearns	General Re
Benfield	Grange Mutual
Blackstone Capital Group	The Hartford
Brokers & Reinsurance Market Association	Independent Insurance Agents of Massachusetts
C N A	Independent Insurance Agents of New York
Casualty Actuaries of Greater New England	Institute for Business & Home Safety
Casualty Actuarial Society	Institutional Investor
Casualty Actuaries of New England	Insurance Council of Texas
Casualty Actuaries of New York	Insurance Public Relations Council
Casualty Actuaries of the Midwest	Insurance Institute of London
Chubb	International Insurance Society
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*Many members companies request more than one presentation per year.

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Lloyd's	OneBeacon
Louisiana Recovery Authority	PCI
Marsh	Reinsurance Association of America
Maryland Joint Legislative Committee	Republican Party of Florida
MetLife	Safeco
Mississippi State University School of Risk Management	Secura Insurance
Missouri Employers Mutual	State Auto
NAMIC	State Farm
National Council on Compensation Insurance	State Insurance Trainers & Regulators
National Flood Insurance Program	Swiss Re
Ohio Insurance Institute	Temple University School of Risk Management
Ohio Mutual Insurance	Unitrin/Kemper
OneBeacon	US Senate Banking Committee
PCI	Utica National
Reinsurance Association of America	Westfield Insurance
Republican Party of Florida	World Captive Forum
Safeco	Zurich
Secura Insurance	
Southwest Insurance Information Service	

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Avian Flu	Life Insurance
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Captives & Alternative Risk Transfer	Massachusetts Markets
Catastrophic Risk	Mid-Atlantic Markets
Climate Change	Mid-West Markets
Coastal Risk	New Jersey Markets
Commercial Lines Overview	New York Markets
Energy Markets	North Carolina Markets
Excess Casualty	Personal Lines Overview
Flood Risk & Insurance	Territorial Rating
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Florida Markets	Texas Markets
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Hurricane & Insurance	Workers Compensation
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Insurance Scoring	

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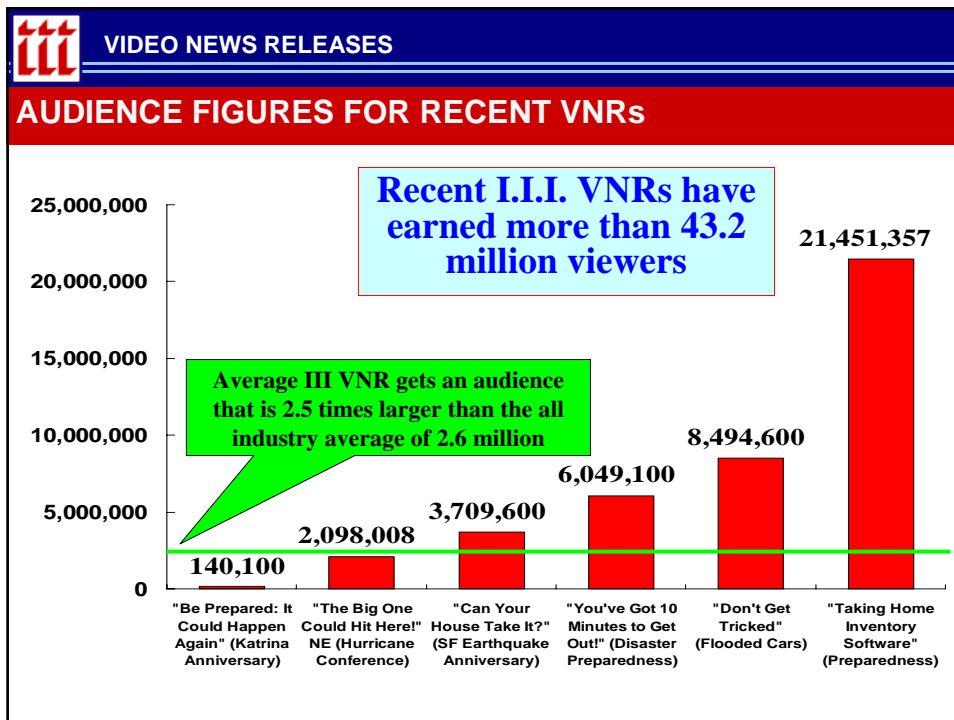
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<ul style="list-style-type: none">• Assist I.I.I. members with company-specific communications initiatives. This may include advancing an issue, a new insurance product or an internal and external educational program.• Providing an industry response to an issue that a company would prefer not to respond directly.• Updating members with an analysis of top media stories, providing an early warning for emerging issues and alerting them to new I.I.I. communications tools.	

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VIDEO NEWS RELEASES

STATS (JULY – AUGUST)

- **Taking Inventory**
Audience: 1,245,400
- **You've Got 10 Minutes to Get Out!**
Audience: 6,049,100
- **The Big One Could Hit Here! NE Hurricane Conference**
Audience: 2,098,008
- **Be Prepared, It could Happen Again, Katrina Anniversary**
Audience: 140,100
- **Will Your Auto Insurance Weather the Storm?**
Audience: 1,297,300



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WEB / NEW MEDIA

