

M.O.R.E. 20 - SEMINAR OF THE GENEVA ASSOCIATION  
organised jointly with Mapfre Group Madrid  
to be held at Madrid, November 16-17, 2006, on the subject of

**THE ROLE OF RISK MANAGEMENT AND INSURANCE IN THE LEISURE INDUSTRY**

DAY 1	THURSDAY November 16, 2004 :
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- 8.20 departure of the bus from the hotel to Fundacion Mapfre
- 9.00 WELCOME AND OPENING  
Mrs Mercedes Sanz, General Manager of the Instituto de Ciencias del Seguro, FUNDACION MAPFRE , and  
Walter R. Stahel, Vice Secretary General of The Geneva Association

**Workshop 1 : natural risks to the leisure industry**

Chair first day: Walter R. Stahel

- 9.20 Introduction by the Chair
- 9.30 Georisks and the Leisure Industry  
Prof Dr Peter Höppe, Head of Georisk Research, Munich Re
- 10.10 – 10.40 Coffee Break
- 10.40 Uncertainty Modelling for Earthquake Vulnerability and Loss Estimation,  
Prof M. Chryssanthopoulos, University of Surrey, UK
- 11.20 Changing Risks: Impact in the Insurance Industry  
Antonio Salgado, MAPFRE EMPRESAS GLOBAL RISKS
- 12.00 Lunch Break

**Workshop 2 : natural risks to the leisure industry (continued)**

- 14.00 Pandemics – Threat to the Global Tourism and Leisure Industry?  
Dr Helge Hollmeyer, World Health Organisation, Geneva
- 14.40 Surviving a Pandemic in Leisure and Tourism: a Specialised Case for  
Contingency Planning,  
Dr Ryan Lee and Lorn Sheehan, Assistant Professors at Haskayne  
Schol of Business, University of Calgary, Canada
- 15.20 – 15.50 Coffee Break
- 15.50 General Discussion on natural risks to the leisure industry and  
insurance
- 16.30 visit to the Insurance Museum settled in the Foundation
- 17.30 return to the hotel by bus

8.30 pm	<b>CONFERENCE DINNER</b> (all participants) dinner speaker Mr. José Antonio Carro, General Director, MAPFRE EMPRESAS GLOBAL RISKS
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DAY 2	FRIDAY November 17, 2006
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**Workshop 3: The leisure client as risk factor - man-made risks to the leisure industry**

8.20 departure of the bus from the hotel to Fundacion Mapfre

Chair second day: tba

- 9.00 Introduction by the Chair
- 9.10 Chances and Risks of Driver Assistance systems  
Dr Markus Lienkamp, Volkswagen group research, Wolfsburg
- 9.50 The Risk Balance between nature and people,  
Dr Walter Ammann, Director, SLF (avalanche research), Davos
- 10.30 – 11.00 Coffee Break
- 11.00 Loss prevention and Risk Management in Leisure Parks  
Dr Gerhard Schmid, Head of Casualty Risk Consulting, Munich Re
- 11.40 a risk management approach to business continuity: aligning business  
continuity with corporate governance  
David Kaye
- 12.20 Lunch Break

**Workshop 4: Risk management in the leisure industry**

- 14.30 A Risk Management Tool for SME's in The Leisure Industry.  
Eric Montague and Berthold Barodte, Chair of Technology and Innovation  
Management, ETH Zurich. Members of the Risk Management Team ETH  
Zürich
  - 15.10 Terrorism and Tourism: Vulnerability as an Alternative Framework to Risk  
Brian Woodrow, Professor at the University of Guelph
  - 15.50 the Chairs Conclusions
- 16 hours or later  
Individual departure of participants to the airport or back to the hotel