

**UNDERSTANDING THE FUNDAMENTAL COMPONENTS OF AI:** How to design, build, and integrate these components in transforming insurance processes, practices and business models

**MARRYING ARTIFICIAL INTELLIGENCE WITH HUMAN INTELLIGENCE:** Augmenting human intelligence and intuition through AI enabled algorithms, learning and decision making

**REINVENTING THE BACK OFFICE THROUGH AI:** To drive profitable business growth and gain quantum improvements in efficiency

**AI ENABLED FUNCTIONAL INNOVATION:** Applying AI to transform core underwriting, claims, services and product management functions in gaining speed, accuracy and reduced costs

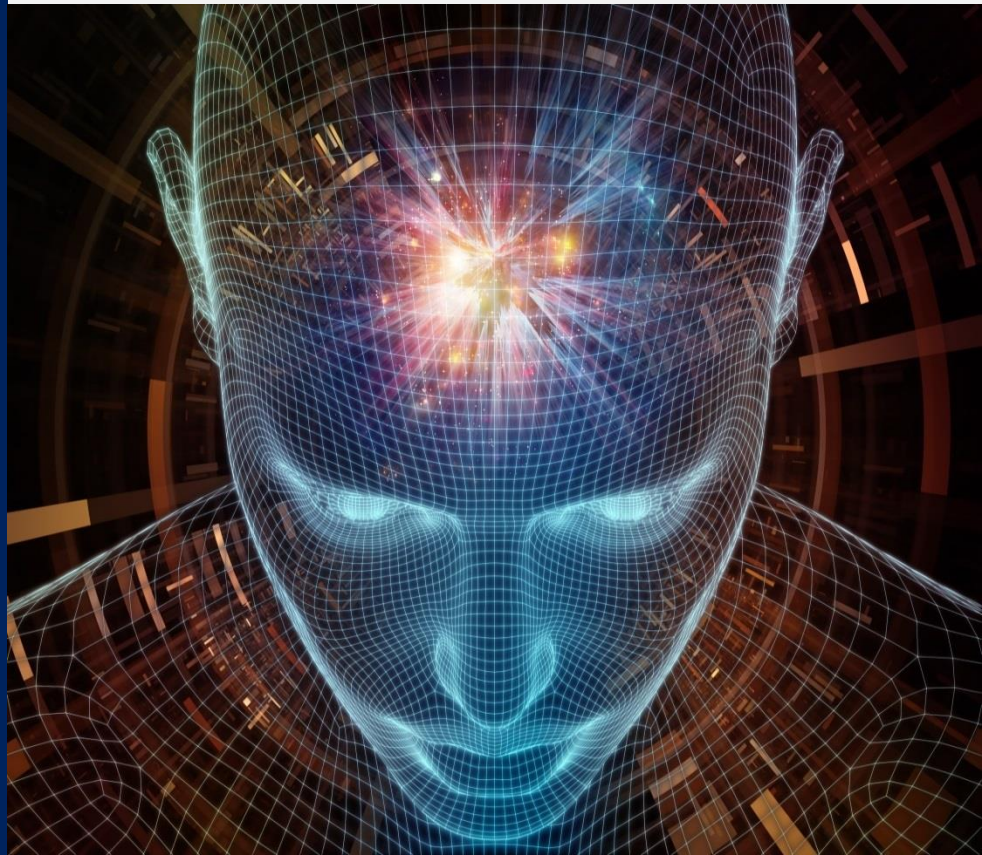
**THE AI ENHANCED INSURANCE CUSTOMER EXPERIENCE:** From Chatbot best practices to AI targeted, segment specific, come-to-market campaigns - Driven by robust customer insights gained through deep learning

**DATA AS THE LIFEBLOOD OF AI:** A deep dive into the AI data ecosystem and how to forge linkage between data domains and machine learning in spotting trends, anomalies, next best actions and opportunities

**AI ALGORITHM DESIGN WORKSHOP:** Setting the goal of the machine learning algorithm, crafting theories, generating experiments and producing the algorithm that meets your goal

**CREATING AN AI ROADMAP:** How to construct an AI & Robotics blueprint for your organization and leverage AI to rapidly create value and competitive advantage

# Artificial Intelligence, Machine Learning and the Future of Insurance Knowledge Work



**A groundbreaking conference and workshop that closes the gap between theory and action in understanding and pursuing the revolutionary potential of artificial intelligence within insurance**

**March 28-29, 2022  
Virtual Distance  
Learning**

# Understanding and Harnessing the Transformative Potential and Power of Artificial Intelligence

## Welcome to the Future Now

These are extraordinary times for the Insurance Industry. Never before have so many forces of change occurred simultaneously. From the rapidly shifting demographics of the society it serves to the tectonic developments in technology, processes and products. From the entrance of new very well capitalized disruptors to the revitalized and reimagined leading industry incumbents. From getting better at current ways of working to getting better at being different. Very different. From extrapolating the past and the present to being pulled into a new future by a compelling vision of what is truly possible. From forcing customers to do business the way we do business to fundamentally reorienting ourselves to do business with customers anytime, anywhere and anyway the customer prefers.

But just as these concurrent forces of change create new exciting possibilities – they also create new, often daunting, challenges. Insurance leaders and professionals alike must quickly gain new knowledge and act with purpose and conviction on this knowledge. They must squarely, skillfully, courageously confront outdated thinking, recalcitrant organizational silos and cultures wedded to the past. More than ever before, given the velocity of the forces of change blowing across the insurance industry, time is of the essence. Time for new learnings to launch new innovations. Time to experiment boldly. Time to think outside the box by eliminating the box. Time to reach for and grasp tight the new tools. New learnings. New possibilities.

**“A very good mental framework for operational innovation and growth is to jump curves. To not stay on the same curve and do something 10 percent better, but to get to the next curve.”**

**- Guy Kawasaki**

**“All companies need a plan with respect to AI. Most do not have one that is sufficient. And those that have been slower to move have some catching up to do. Those that continue to fall behind may find the playing field tilted evermore steeply against them.” - MIT & BCG**



**“AI is a core transformative way by which we are rethinking how we do everything.”**

**- Sundar Pichai**






# AI as a Primary Source of Innovation and High Performance in the New Insurance Industry

## AI as the Ultimate Enabling Tool

Of all the forces of change that are redefining what it means to be a successful insurance organization, Artificial Intelligence is emerging as one of the most transformative.


As AI steps front and center as a powerful and primary source of innovation and high performance, it is challenging insurance leaders and professionals to create a compelling vision of how to apply and integrate AI as both a shaper and an enabler of new winning strategies. AI based technologies and processes will prove increasingly pivotal in anchoring a firm's ability to achieve growth in new and existing markets – all while reinvigorating business models to deliver unsurpassed customer value at reduced costs. AI will enable a company to be first with new products and differentiating services. It will discover causations and patterns in data before competitors do. It will help define courses of action faster and more accurately in ways that competitors will find increasingly difficult to match. It will help spark the imaginative energy of the organization in a way that will power true innovation, critical thinking and positive change.

AI provides the insurance enterprise the ability to enhance the cognitive skills, decision making and creativity of knowledge workers while freeing them from those lower level and all too repetitive tasks. AI will radically redefine what work gets done, how it gets done, and who does it. All in a way that eliminates waste, accelerates processes, brings new solutions to bear while rapidly uncovering opportunities in an accurate, timely and predictive manner.



**“Nothing is more important during these times of rapidly growing artificial intelligence than our own education and knowledge.”**

**- Mark Benloff**



**“Organizations that use AI merely to displace workers through automation will miss the full potential of AI. Such a strategy is misguided from the get go.”**

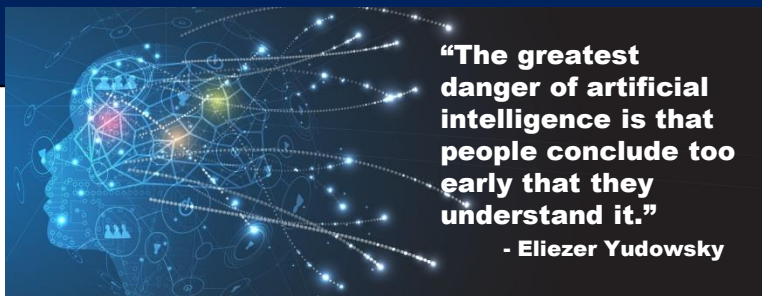
**- Wilson & Daugherty**

The 2022 Artificial Intelligence, Machine Learning and the Future of Insurance Knowledge Work conference and workshop is a one and a half day program that will be conducted through the CIOP Institute's Virtual Distance Learning Platform from 9:am – 5:00pm Monday March 28<sup>th</sup>. The Tuesday March 29<sup>th</sup> session will be conducted from 9:am to 1:00pm.

# Gaining Deep Insights for Immediate Application and Organizational Benefit

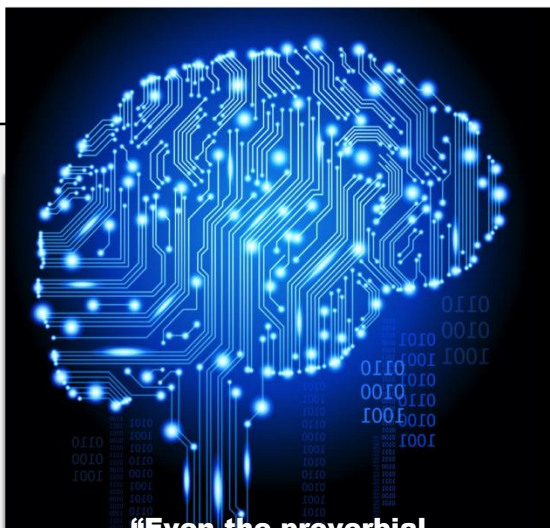
## Becoming Intelligent about Artificial Intelligence

It is rapidly becoming clear that Artificial Intelligence will increasingly exert a profound and enduring impact on all industries including insurance. However, when measured against its true and full potential, the adoption and mastery of AI within the insurance industry is at a very early and formative stage. Key to meeting this challenge and leveraging the power of AI is the need throughout the insurance business community to better understand AI: to understand how programs can learn from data and how this deep continuous machine learning can generate robust insights, better decisions, and more precise actions. This conference and workshop has been developed in response to requests from the worldwide insurance industry for a content rich, pragmatic, business oriented leadership and professional development experience dedicated to “Artificial Intelligence, Machine Learning and the Future of Insurance Knowledge Work”.



**“The greatest danger of artificial intelligence is that people conclude too early that they understand it.”**

**- Eliezer Yudowsky**



**“Even the proverbial smartest guys in the room are not smart enough to uncover counterintuitive patterns in data like AI can.”**

**- Amir Husain**

You're not alone. The vast majority of insurance organizations lack the knowledge and a systematic approach to harness the power of AI. This program will not only provide you a working understanding of AI but will bring you “How To” practical and impactful ways to best adapt and apply AI. Through a unique blending of content rich tutorials and case studies attendees rapidly gain new and relevant knowledge to incite the imagination. Knowledge that accelerates discovery. Knowledge to generate deep insights. Deep insights that enable the organization to fulfill the potential of AI and in so doing help advance the organization in reaching its true potential.

# Class Content that will Greatly Improve Your Understanding and Ability to Apply AI With Vision and Purpose

## Actionable Knowledge that Eliminates the Gap Between Theory and Practice

The challenge associated with learning AI is that the material is either too high level to truly be worthwhile, or it is far too granular and designed for AI programmers, data scientists and coders. What gets lost is the ability for the business community, insurance leaders and professionals alike, to gain a meaningful and actionable understanding of how AI actually works and how best to apply it to an insurance carrier's competitive advantage. The Artificial Intelligence, Machine Learning and the Future of Insurance Knowledge Work overcomes this challenge. Attendees gain a working understanding of the fundamental components of artificial intelligence - how these elements are designed, built and integrated - and the resulting way cognitive computing is transforming traditional insurance core processes, functions and knowledge work.



Structured Data, Unstructured Data and Algorithms that Identify Hidden Patterns, Respective Insights and How Machines Communicate Prescribed Actions on These Insights



Simplifying the Complex: Scorecards, Decision Trees, Neural Networks, Shallow and Deep Learning, Classification Modeling Through Probability Scoring, Regression Modeling Through Magnitude Scoring



From Programming Computers to Do Things to Training Computers to Think and Learn; Supervised and Unsupervised Machine Learning



Probabilistic Machine Models, Statistical Learning, Reinforcement Learning, Natural Language Processing and Gaining New Competitive Advantage Through AI



AI Enabled Marketing, Product Management, and Distribution: Customer Propensity Models, New Chatbot Best Practices, AI Targeted Segment Analytics & Precision Customer Capture and Interaction



The New AI Based Autonomous Operational Model; Digital Intelligent Flow, Self Service and the Rescaling of Staff Resources



AI as Assistive Technology: Ensuring Knowledge Workers and Machines Leverage Each Other's Strengths and Attributes and Mitigate Their Inherent Weaknesses Through Collaborative Intelligence



AI Agent Communication, Perceiving and Acting, and Robotic Fundamentals; How the Internet of Things Changes the Underwriting of Things



A Blinding Glimpse of the Future: Claims Adjudication, Underwriting, and Customer Service in the Age of AI



Organizing for AI Success: Centers of AI Excellence, AI Facilitated Innovation (AIFI), Data Science and the Essentials of AI Leadership, the AI Project Office, AI Road Mapping



# A Compelling Learning Experience that will Equip You with the Understanding of How to Catalyze Innovation Through AI

## Who Should Attend?

The influence and potential of AI is pervasive. Every function, process, service, and product will be impacted and shaped by the masterful application of AI. Companies that truly understand and sensibly apply AI will manage their operations with greater precision, create robust customer experiences, reduce costs in a quantum fashion, while unlocking far higher and sustainable levels of profitable growth. Traditional business models will be transformed to a focus on agility, adaptability, mobility, and continuous meaningful innovation as new opportunities and causalities are revealed through AI. Artificial Intelligence, Machine Learning and the Future of Knowledge Work is designed for all insurance leaders and professionals seeking insights today to power their organizations into a better position in a very different insurance industry. It is for those people intent on building the future. Now.

A woman's profile is shown in a blue-tinted, futuristic setting. Overlaid on her face and the background are various icons: a cloud, a gear, a brain with 'AI' inside, and a city skyline. A network of white lines connects various points across the image.

**“AI will have a seismic impact on all aspects of the insurance industry. The winners in AI-Based Insurance will be the carriers that use AI technologies to create innovative products, harness cognitive learning insights, streamline processes, lower costs and exceed customer expectations.”**

**- Libarikiam, et. al.**

## The CIOP Institute's Professional Development Programs and Workshops Are Famous For Their Unique Format:

No superficial lectures. No generic speakers. No pedestrian ideas. Each topic is presented in a deep and thorough manner. New knowledge and new ways of thinking are conveyed in a highly engaging manner. Concepts and real world applications come alive through actual insurance case studies. Presentations are intensely interactive. The conference is charged with lively discussion and imagination to fire up promising possibilities. The content is compelling; delivering a highly informative, stimulating and fast paced professional development experience. Attendees leave Artificial Intelligence, Machine Learning and the Future of Insurance Knowledge Work energized, informed and equipped with powerful insights and the tools to put these insights to work to the immediate benefit of their organizations.

# ARTIFICIAL INTELLIGENCE, MACHINE LEARNING AND THE FUTURE OF INSURANCE KNOWLEDGE WORK

**March 28-29, 2022**  
**Virtual Distance Learning**

## HOW TO REGISTER



Phone: 866.930.CIOP



Fax: 866.308.9686



Mail: CIOP Institute  
2051 Craigmere Dr.  
Suite 200  
Charlotte, NC 28226



## VIRTUAL DISTANCE LEARNING

The 2022 AI, Machine Learning and the Future of Insurance Knowledge Work program will be conducted through the CIOP Institute's virtual learning platform. Participants will experience the renowned AI professional and leadership development program in a real time remote highly interactive learning environment. No additional costs on your part as distance learning participants are provided easy to follow instructions and links to the CIOP Institute's secure virtual learning platform – along with immediate real time access to our staff and host for any assistance in preparing for, and throughout, the class. All session materials including program textbooks are mailed to distance learning attendees two weeks prior to class.



## REGISTER EARLY!

Attendance is intentionally limited to support the highest degree of interactive learning. Please register early to avoid being wait-listed

## APPLICATION & REGISTRATION FORM

NAME

TITLE & DEPARTMENT

COMPANY NAME

PHYSICAL BUSINESS MAILING ADDRESS

CITY, STATE, ZIP/POSTAL CODE

TELEPHONE

E-MAIL

**TUITION:** \$1,950 before March 10<sup>th</sup> – \$2,250 after March 10<sup>th</sup>

**DISCOUNTS:** 5% for CIOP Designees; 10% for teams of 5+;  
20% for teams of 10+

## PAYMENT METHOD

CREDIT CARD PAYMENT FOR \$ \_\_\_\_\_

Credit Card Number (VISA, MC, AMEX only)      Expiration Date

☐ I prefer to pay by check. Please use the credit card information above to guarantee my registration. I understand that if my check is not received within four weeks prior to the conference the CIOP Institute will charge my credit card. Please make payable to the CIOP Institute, 2051 Craigmere Dr. – Suite 200, Charlotte NC 28226

## TERMS & CONDITIONS

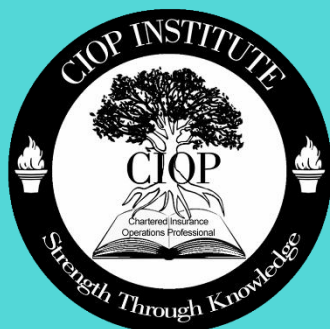
- Cancellations and transfers can be accommodated up to March 1<sup>st</sup> - An administrative charge of \$500 will be assessed cancellations and transfers
- Payment must accompany registration and payable in US Dollars

## **FIRST CLASS**



## **Introducing Virtual Distance Learning**

Utilizing the CIOP Institute's virtual learning platform you can now experience our renowned professional and leadership development programs in a real time remote highly interactive learning environment. No additional costs on your part as distance learning participants are provided easy to follow instructions and links to the CIOP Institute's secure virtual learning platform – along with immediate real time access to our staff and host for any assistance. All session materials including program textbooks are mailed to distance learning attendees two weeks prior to class.



Our virtual remote learning approach is exactly the same as our on-company-site and centrally conducted programs; High impact content delivered through engaging instruction that enables participants to excel in their current position while preparing them for the higher responsibilities they aspire to.