

August 1, 2008

See the Future in Savannah at the SIR's 38th Annual Conference

"When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened."

-- John M.

Richardson, Jr.

Before you can make the future, you need to see the future. Let the Society of Insurance Research Annual Conference help you [See the Future in Savannah!](#) The SIR's Annual Conference is being held October 19th through October 22nd in beautiful Savannah, Georgia, and you should be there!



How can the SIR help you *See the Future in Savannah?*

We have put together an agenda chock full of insurance industry pros who will share their insights and predictions with you. For instance:

- **Jeff Leiman** of **J. D. Power and Associates** will present the findings from J. D. Power's annual survey of consumers, including the latest trends in insurance **shopping behaviors** and results as driven by **marketing, brand** and **technology**.
- **Clint Harris** of **Conning Research** and a panel of carriers will share their thoughts on specialty and **micro segmentation** strategies in the Small and Mid-Sized commercial customer segments.
- **Robert Hartwig** of the **Insurance Information Institute** will lead us through what he sees as the **future challenges and opportunities** amidst the current economic storm that our industry is facing.
- **Herb Sauer** of **MetLife Auto & Home** and a panel of industry soothsayers will hold forth on how historical trends will (or won't) be relevant for **forecasting** the future. .

So what are you waiting for?

Click [here](#) to register or to get more information.

See you in Savannah!

Andre Burke
Zurich – North America
SIR VP Public Relations & Communications

The Society of Insurance Research (SIR) is the leading international, interdisciplinary organization of insurance research practitioners focused on identifying, understanding, and communicating **industry trends, emerging issues, and innovations** for the benefit of our Members and their employers.

To learn more about the SIR, visit www.sirnet.org.

SUBSCRIBE: If this e-newsletter was forwarded to you, or if you know of someone in your organization who you think would like to receive the SIR E-Bulletin, send an e-mail to [Join SIR E-Bulletin List](#).

UNSUBSCRIBE: To unsubscribe from this list, send a blank email to [Unsubscribe](#).