



PRESS RELEASE

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DIR Readers get Member discount at SIR conference

INDIANAPOLIS, Sept. 22, 2008 – At its 38th Annual Conference, built around the theme "*See the Future in Savannah*", the **Society of Insurance Research** will ask industry experts to look into the future of the insurance business from a setting steeped in the American past.

The agenda for this conference, which will be held **October 19 – 21 in historic Savannah, Georgia**, is designed to give participants an edge inside their companies and in the marketplace by providing **insight on trends and exposures** that may unfold over the next few years.

Readers of Highline Data's **Daily Insurance Reporter** may register for the event at the discounted rate otherwise reserved for Members of the Society, which is \$995 through Friday 9/26/2008 and \$1,195 thereafter.

Robert Hartwig of the **Insurance Information Institute** will deliver the keynote address, taking measure of the industry and setting the stage for **speakers from more than two dozen carriers, suppliers, and industry analysts** to offer their insights on developing trends in the business. Subject areas will include the Commercial Lines and Personal Lines marketplaces; emerging "green" products; consumer behavior across different marketing & distribution channels; future needs and sources of talent for the industry; market research and consumer segmentation; carrier performance; and the future of industry regulation. The event will close with a panel examining whether, and to what extent, historical trends actually have been reliable signposts to the future.

To find out more about the Society of Insurance Research and the upcoming conference, visit www.sirnet.org. Click directly on the orange and blue banner there to see conference details and to register. When registering, if you are not already an SIR Member, be sure to select the registration type "Not an SIR Member but paying the Member rate" and enter **Daily Insurance Reporter** when asked for the partnering organization.

About the SIR: The Society of Insurance Research 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 its Members and their employers.

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