

Release: IMMEDIATE

**PRACTITIONERS TO EXAMINE COMPETITIVE INTELLIGENCE
FROM A WORKSITE MARKETING PERSPECTIVE**

Indianapolis, IN, September 7, 2007 —

Why does it take most companies so long to respond to competitive product and pricing changes? Why do many carriers struggle with competitive pricing research, or fail to glean significant competitive intelligence from their field distribution?

Industry professionals from leading worksite carriers will address these questions at the 2007 Annual Conference of the **Society of Insurance Research (SIR)**, happening **October 21 – 24** at the Gaylord Opryland in Nashville, Tennessee.

Using a roundtable approach to encourage substantial audience involvement, Phil Brimer and Debbi Gentry of **Allstate Workplace Division** and Lynn Phillips-Hoffmann of **Colonial Life** will explore four aspects of competitive intelligence for worksite marketing.

Their discussion will open with a look at the operational elements of product and price comparison, including coping with the number and complexity of DOI filings, and available vendor services. They will suggest a strategy for proactively identifying competitor changes.

Next they will explore research functions for the product development process, examining how to bring products to market faster, and how to support product development with tactical, product-focused competitive intelligence.

Then the trio will turn their attention to developing a field competitive network of sales reps and/or independent agents. How can the research practitioner get the field involved, and how can a small research shop support the field?

Finally, the practitioners will share their insights on building strategic competitive intelligence --- how to get the "C-team" involved. They will propose approaches for aligning intelligence for the "C-team" to create an appropriate atmosphere for competitive positioning conversations.

For information about the Society of Insurance Research and its Annual Conference, visit www.sirnet.org. The SIR is a leading forum for insurance practitioners from all aspects and disciplines of the industry to focus on emerging research approaches and industry issues for the benefit of its individual members and their employers. SIR members have accountabilities in research, product development, competitive intelligence, actuarial science, strategic planning, and many other aspects of the business.

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