

# the bigger picture

## FYI Guide

MARSH AT AIRMIC 2015  
Stand 49, Liverpool,  
15 – 17 June

helping your business survive and thrive

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# WELCOME



Welcome to Liverpool and the Airmic Conference – one of the year's most important events for the UK insurance and risk management industry.

The Airmic Conference is a great opportunity for us to talk to risk managers in an informal setting about emerging risks and challenges. I'm delighted to be attending and would like to invite you to meet me and other senior Marsh colleagues at our exhibition stand, number 49.

I'm sure Airmic 2015 will be a terrific event and look forward to seeing you.

Best regards,

A handwritten signature in white ink that reads "Mark Weil". The signature is written in a cursive, slightly stylized font.

Mark Weil  
CEO  
Marsh UK & Ireland

# JOIN THE CONVERSATION

Social and digital media allow you stay up to date with Airmic, share your thoughts on the day's speakers and events, and build your professional network.



[JOIN US ON LINKEDIN](#)

With millions of professionals among its daily users, LinkedIn helps you stay up to date on the latest business topics while building your professional network. Marsh will post updates about Airmic on its LinkedIn company page and in Marsh groups. If you are not already following Marsh, simply search Marsh under the "Companies" or "Groups" sections of LinkedIn. We encourage you to "Like," "Share," and "Comment" on our updates.



[FOLLOW US ON TWITTER: @MarshGlobal](#)

Marsh encourages conference participants to share their views on Twitter before, during, and after the Airmic conference using the hashtag #AIRMIC2015. Following Marsh and other conference participants on Twitter helps attendees stay current on trending topics, venue changes, and more. Please include #AIRMIC2015 when tweeting about the conference.



[LIKE US ON FACEBOOK](#)

Like Marsh and want to show it? Like our Facebook page to see the difference Marsh is making in the communities we serve around the world and to stay abreast of our colleagues' awards and achievements.



[AIRMIC.MARSH.COM](#)

Want to know more about the risk management and insurance topics discussed at Airmic? Marsh's special conference website will feature insights from Marsh experts discussing the main topics of the day.

# KEY THEMES

## DATA, TECHNOLOGY, AND ANALYTICS

### CLAIMS

Marsh's claims offering ranges from the management of claims notifications and recoveries, through to consulting and advocacy services that aim to reduce claims costs and optimise outcomes on large or complex losses.

Our Claims Health Check is a consultative review of your claims and processes, including supplier and insurer performance, which sets out a road map to improve the total costs of claims and drive a reduction in total cost of risk.

The review provides an analysis of key cost drivers, suggests recommendations for improvements in processes, and identifies opportunities to improve your risk profile.

Our consultant advocates specialise in resolving complex or declined claims. They help level the playing field in responding to the issues raised by insurers and their professional advisers. Combined with Marsh's industry and market knowledge, they present a potent advocacy capability, which will help achieve the best possible outcome for our clients.

### CYBER RISK

Cyber risks are growing at warp speed, challenging every organisation to secure their networks, protect information, and understand what really matters when considering cyber threats. Hackers are not the only threat: any event that disrupts your IT system's ability to deliver can lead to brand and reputation damage, regulatory scrutiny, stakeholder dissatisfaction, and severe financial losses. As the operational and financial exposures to cyber events begin to crystallise, so too does the case for transferring that risk via insurance.

*Continued on Page 6*

At Airmic 2015, our expert panel will host a discussion on the challenges of moving from heightened awareness of cyber risk to informed risk-transfer decision making. The session will cover buyers' and potential buyers' attitudes to cyber risk and the available insurance products; guidance on how to gain a better understanding of the organisation's cyber risk profile; and how the insurance market is developing its proposition to become more relevant to UK companies, looking to the future of risk transfer in this area and discussing how the class might most effectively evolve.

## MARSH ANALYTICS PLATFORM

The Marsh Analytics Platform (MAP) combines data, technology, and analytics into a new risk management framework that allows us to customise our analysis based on the issues most important to you.

The keystone of this platform is our risk financing optimisation (RFO) approach. RFO distills the statistics that describe risk profiles into your economic cost of risk (ECOR) — the best measure to describe the cost for retaining and transferring risk and the volatility surrounding expected losses. RFO allows you to structure insurance programmes in the most economically efficient manner, while also meeting the risk tolerance goals of your organisation.

We will be running half-hour data analytic sessions throughout the conference and welcome the opportunity to meet with you to present our capabilities and learn about your data needs. To book an appointment, please email [serif.fahri@marsh.com](mailto:serif.fahri@marsh.com) or speak with your client executive.

# MARSH STAND 49

TUESDAY 16 JUNE: 8:00AM – 5.00PM

WEDNESDAY 17 JUNE: 9:00AM – 1:30PM

Stop by exhibition stand 49 to talk with experts from Marsh. Our experts will be on hand to answer any questions, offer advice, and share perspectives. Learn about our industry-leading approaches and solutions to insurance and risk management.

The Marsh exhibition stand is conveniently located in the middle of the exhibition hall, next to one of the main seating areas.

See you at the stand!

# AIRMIC SESSION GUIDE

The Session Guide includes a day to day listing of Marsh events and speakers at Airmic 2015.

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## TUESDAY 16 JUNE 2015

8am – Exhibitor registration

8.30am – Delegate registration

5pm – Exhibition closes

### MARSH WORKSHOP B1: NAVIGATING CYBER RISK EXPOSURE

12.00pm – 1.15pm

Stephen Wares,

Cyber Risk Practice Leader – EMEA

[stephen.wares@marsh.com](mailto:stephen.wares@marsh.com)

Cyber insurance has proved to be one of the fastest developing classes of business, with the rapid pace of innovation delivering new and broader products to insured entities.

Organisations may feel challenged to navigate the range of tempting options while maintaining focus on the core exposures that are driving their risk management activities. This highly interactive workshop will address some of these central challenges, providing risk managers and insurance buyers with the opportunity to share their points of view and learn from our expert panel.

Specifically, we will address the following questions:

- To what extent do UK organisations have a clear and documented understanding of their cyber risk profiles and how can this be improved?

- Where are the gaps in knowledge and data that might impair an organisation's ability to make informed risk transfer choices?
- Is innovation really led by client demand or is the insurance market developing a product that clients do not believe they need? Can we build a consensus?
- What is the realistic future for this class of insurance and how do clients want this peril to be addressed by their insurers?

Join this highly subscribed workshop via the [Airmic Conference website](#).

## MARSH'S CHAMPAGNE RECEPTION

Exhibition Hall  
Stand number 49  
4.00pm

Why not end day two with a well-deserved glass of champagne at the Marsh stand!

## MARSH ANALYTICS PLATFORM: SCHEDULE YOUR IMAP DEMONSTRATION

Exhibition Hall  
Stand number 49  
All day

Over the past several years, numerous breakthroughs in data and analytics have changed how business is conducted. By distilling vast amounts of data into actionable information, analytics is enabling risk professionals to illustrate return on investment (ROI) from risk management programmes, compare the cost of other capital to that of insurance, and even replicate the process insurers use to establish rates. Today, senior leadership increasingly expects that the decisions and proposals presented to them will be supported by hard data and thoughtful analysis.

John Davies from the Marsh Global Analytics (MGA) team will be running clinics through the two days of the conference. During the clinics, John will demonstrate iMAP, our tablet app powered by the Marsh Analytics Platform, which provides best-in-class tools and technology that support our clients' business objectives and financial goals.

Attend our 30-minute clinic.

To book your session, [sign up now](#).

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## WEDNESDAY 17 JUNE 2015

9am – Registration

1.30pm – Conference and exhibition close

### THE FASTTRACK SURGERY

10.15am – 11.15am

Advancing your career in the risk and insurance industry.  
A table for Airmic fastTrackers.

Designed to provide an open environment for fastTrackers where they can discuss key issues and concerns and challenge our market professionals. This interactive roundtable event will cover the following two areas:

- Key qualifications, training and experiences.
- Desirable business skills and relationship management.

## MARSH ANALYTICS PLATFORM: SCHEDULE YOUR IMAP DEMONSTRATION NOW!

Exhibition Hall  
Stand number 49  
All day

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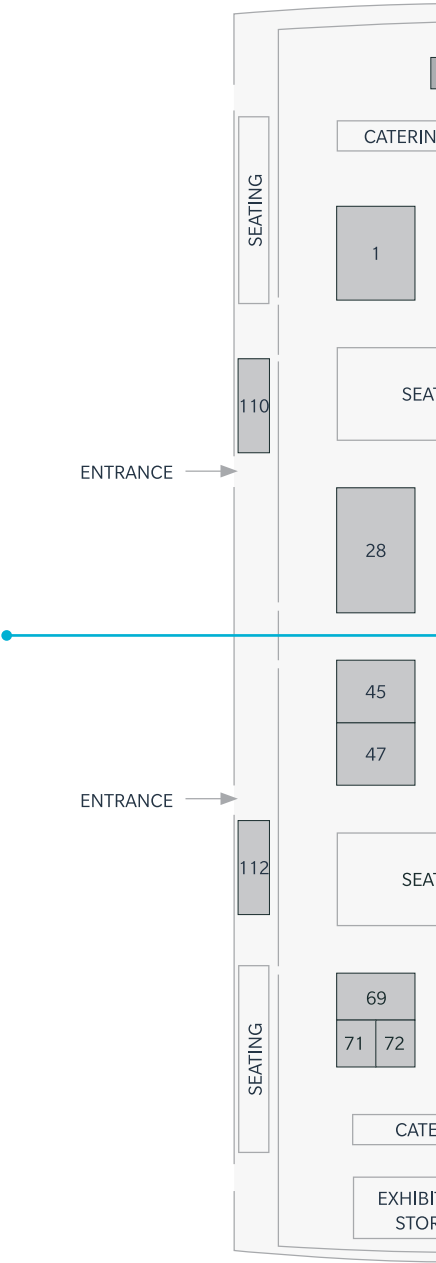
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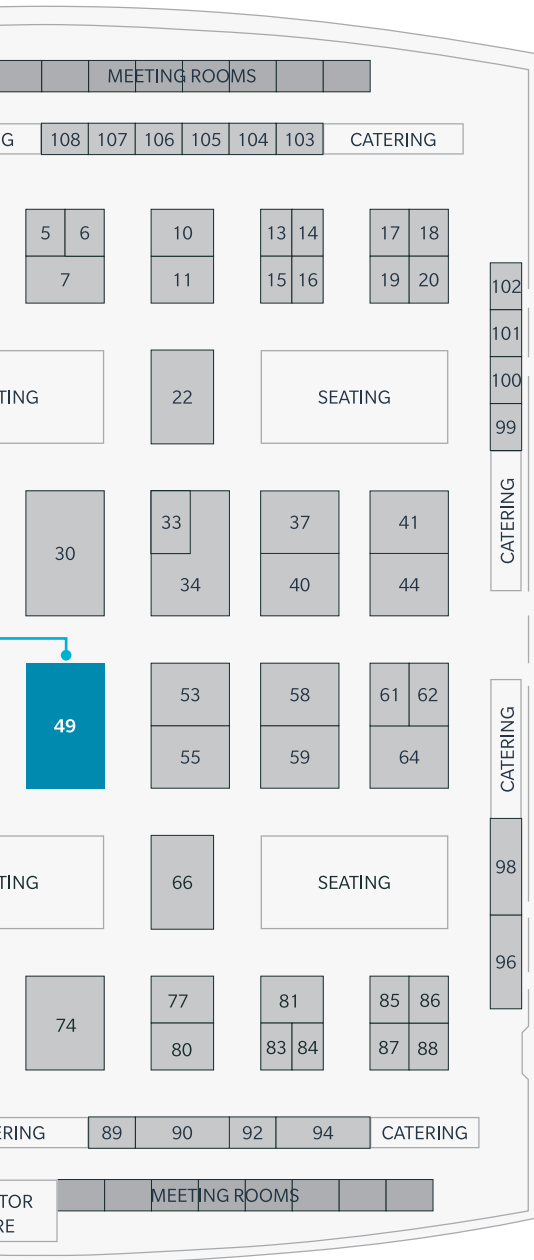
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# EXHIBITION HALL

**MARSH**  
STAND 49





The information contained herein is based on sources we believe reliable and should be understood to be general risk management and insurance information only. The information is not intended to be taken as advice with respect to any individual situation and cannot be relied upon as such.

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AIRMIC 2015

