



Strategic Insight for Technology Leaders in Insurance

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CIO Insurance Summit Keynote to Discuss CIO and the Social Enterprise

October 3, 2011 – The CIO Insurance Summit team announced today keynote and agenda session details for the upcoming technology event to be held October 16-19, 2011, at InterContinental in Miami, Florida.

The CIO Insurance Summit is an opportunity for CIOs, IT executives, analysts, and solution providers to network and attend in-depth, interactive agenda sessions. This year's event includes roundtables, panels, and think tanks that will allow attendees to share best practices and IT pain points.

On Monday, October 17th at 7:30 pm, Clara Shih, CEO and Founder of Hearsay Social and author of the *New York Times*-featured bestseller, *The Facebook Era*, will present the keynote, "The Strategic Role CIOs Play in the Social Enterprise." In this address, she will outline case studies of the most successful social media campaigns while summarizing the challenges of data security, scalability, third-party integration, and FINRA compliance. Furthermore, Ms. Shih will offer information on how to grow a business, deepen customer relationships, and drive your organization's information strategy into the "new" era.

"The CIO Insurance Summit provides an excellent forum for organizations to come together to learn how to truly embrace the notion of a social enterprise," said Ms. Shih. "In this spirit, my aim is to help demystify regulations and highlight best practices so that agents and advisors can finally tap into the power of social media for attracting and retaining clients."

Hearsay Social, backed by New Enterprise Associates (NEA) and Sequoia Capital, is the first comprehensive social media solution for insurance and financial services companies that addresses regulatory compliance and relationship management for agents and advisors. The company empowers organizations with many local agents or advisors to grow revenue and deepen customer relationships through Facebook, LinkedIn, and Twitter.

Also on Monday, October 17th, a representative from ISCS will lead a roundtable discussion at the event. ISCS provides the U.S. P&C insurance industry solutions for policy administration, claims, and billing. ISCS was founded in 1994 and focuses exclusively on the U.S. property & casualty insurance market.

To view the entire CIO Insurance Summit agenda, go to <http://www.cioinsurancesummit.com/agenda.php>.

For more information or to participate in the event's agenda, contact Mark Southam, Event Director, CIO Insurance Summit, at mark.southam@cdmmedia.com or 312-374-0842.

About the CIO Insurance Summit

CDM Media brings together CIOs and technology executives from North America's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Insurance Summit, to be held October 16-19, 2011, in Miami, Florida allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit <http://www.cioinsurancesummit.com/>.

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