



EAA Seminar
Pricing of Products
16th – 18th September 2010 | Budapest / Hungary



organised by the European Actuarial Academy EAA in co-operation with the Hungarian Actuarial Society

1. Introduction

The price of an insurance product is not the outcome of simple actuarial calculation. The price is the outcome of the economic process of demand and supply. Within this process the insurance company has to calculate its cost price and it has to set its market price based on knowledge of the price elasticity and the behaviour of competitors. This process involves more actuarial expertise than just traditional actuarial calculation. In markets which have recently been deregulated or which are in a deregulation process it gives many opportunities and challenges to outperform and to beat the competition. The actuaries can play an important and maybe even leading role in this process.

2. Participants and Maximum

Actuaries working in Europe are invited to attend the seminar.

3. Purpose and Nature

The seminar is suited for actuaries or actuarial trainees that are directly or indirectly involved in issues with regard to pricing of products within insurance companies. The aim is to transfer knowledge and practice about different aspects of the pricing of products and how to manage in practice. The courses will deal with the economics of deregulated markets, with behaviour of

consumers and their price elasticities, with the behaviour of competitors in different markets and of course with cost price calculation of insurance products in life as well as in non-life and price differentiation by risk groups. The seminar will have many opportunities to gain practical experience with the pricing of products. The lecturers have prepared case studies using spreadsheets that are derived from business issues that came across in their daily practice.

4. Lecturers

Peter Hoogveld

Peter's academic background is Mathematics and Actuarial Sciences. He has more than 13 years of work experience as an insurance consultant, currently as Senior Consultant at Towers Watson. His primary focus is non-life insurance. Peter has extensive experience with pricing issues and deep knowledge of market analysis techniques. He is also responsible for introducing DFA techniques in the Dutch market.

Egbert Kromme

is an actuary and a member of the Dutch Actuarial Association. He has been active within the Actuarial Society in the Netherlands and Europe. He was a member of the board of the Dutch Actuarial Society, member and president of AFIR in the Netherlands, president of the Exam committee non-life of the Dutch Actuarial Institute and member and chairman of various working groups. Egbert Kromme has been working within the insurance industry since 1992. Currently he is Leader in Towers Watson in the Netherlands.

Fer van Heijzen

With a background as biologist (social behaviour), teaching and ICT Fer entered the world of insurances in 1990 as ICT and general management consultant, joining Tillinghast (now: Towers Watson), the international actuarial consultancy firm, advising clients on ICT, processes and strategy. From 1995 on Fer has held senior executive management positions at several Dutch Insurance companies, always being involved in new business initiatives. In 2002 he obtained his MBA degree in international business general management at the RSM. From 2005 he is managing partner and senior management consultant at DreamTeam Companies, a mid-sized consultancy firm. He works with insurance companies, pension funds and pension fund administrators on strategic product portfolio management, product management, product development and change management. He also lectures for the Dutch Actuarial Institute and the European Actuarial Association. Fer is an affiliate member of the Dutch Society of Actuaries and member of the (Dutch) Circle of Pension specialists.

Alexander van Kuik

After graduating Law school (LLM) at the University of Utrecht, he began his career at Proteäx, a small actuarial consultancy firm. In 1999 he started working at Money View Research, a Financial Information Technology company, as a (senior) researcher, involved in market monitoring, product management and software development, with focus on the life and pension insurances on the Dutch market. From 2003 to 2006, he was a member of the management team and as Chief R & D responsible for the research and application development policy. In 2006 he continued his path in the insurance business as an independent consultant. At the end of 2008, he implemented the inquiry to unit linked and universal life insurances in collaboration with the Dutch Supervisory Authority (AFM).

5. Language

The language of the seminar will be English.

6. Preliminary Programme

Thursday, 16 September 2010

- 09.40 – 10.00 Registration
- 10.00 – 10.05 Welcome and opening of the seminar
- 10.05 – 10.30 Presentation 1: Pricing of insurance products in general (Kromme / Hoogveld)
- 10.45 – 12.30 Workshop 1: Pricing of insurance products in general (Kromme / Hoogveld)
- 13.00 – 14.00 Lunch
- 14.00 – 15.30 Presentation 2: Pricing of (general) insurance products and introduction into Risk Pricing (Kromme / Hoogveld)
- 15.30 – 15.45 Break
- 15.45 – 17.00 Workshop 2: Generalised Linear Modelling (Kromme / Hoogveld)
- approx. 19.00 Formal dinner

Friday, 17 September 2010

- 09.25 – 09.30 Opening of second day
- 09.30 – 10.45 Presentation 3: Risk Pricing, Market Pricing and Profit Testing (Kromme / Hoogveld)
- 10.45 – 11.00 Break
- 11.00 – 12.30 Workshop 3: Profit Testing (Kromme / Hoogveld)
- 12.30 – 13.30 Lunch
- 13.30 – 15.00 Presentation 4: Market Pricing of Life Products (van Heijzen / van Kuik)
- 15.00 – 15.15 Break
- 15.15 – 17.00 Workshop 4: Pricing of Life products (van Heijzen / van Kuik)
- approx. 19.00 Social event

Saturday, 18 September 2010

- 09.25 – 09.30 Opening of third day by the Chairman
- 09.30 – 11.00 Presentation 5: Modern views on Life product pricing (van Heijzen / van Kuik)
- 11.00 – 11.15 Break
- 11.15 – 12.45 Workshop 5: Exploring modern views on Life product pricing (van Heijzen / van Kuik)
- 12.45 – 13.00 Concluding remarks and closing of the seminar
- 13.00 – 14.00 Lunch

7. Fees & Registration

Please register for the seminar as soon as possible because of the expected demand. We recommend registration until 16th July 2010. If there are more persons interested in this seminar than places available we will give priority to the registrations having been first to arrive. Please send your registration as soon as possible by using our online registration form at www.actuarial-academy.com.

Your registration is binding. Cancellation is only possibly up to 4 weeks before the first day of seminar. If you cancel at a later date, the full seminar fee is due. You may appoint someone who

takes your place, but must notify us in advance. EAA has the right to cancel the event if the minimum number of participants is not reached.

Please always give your invoice number when you effect payment. Bank charges are to be borne fully by the participant. We will send you an invoice, please allow a few days for handling.

Your early-bird registration fee is € 845.00 until 16th July 2010 the latest. After this date the fee will be €940.00.

8. Accommodation

The seminar will take place in the hotel Benczur, Benczur u. 35, 1068 Budapest, Hungary.

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www.hotelbenczur.hu

We have arranged special prices for accommodation:

A single room costs € 75 p per night. This price is valid for bookings out of our allotment "EAA" up to 4 weeks before the seminar. Please book your accommodation directly with the hotel and note the hotel's cancellation policy. The number of rooms is limited.

9. Accreditation for CPD Points

For this seminar, the following CPD points or hours are granted by the individual actuarial associations:

Austria: 15 points
Bulgaria: 12 points
Germany: 15 hours
Hungary: 16 hours
Netherlands: approx. 14 PE-points (individual accreditation)
Russia: 40 points
Switzerland: 20 points

No responsibility is taken for the correctness of this information.