

# 2018 GEB Latin America Network Meeting

Miami, 11-13 June 2018



## Monday, June 11th

|        |                            |  |
|--------|----------------------------|--|
| 7.30pm | Welcome Cocktail Reception | BAHIA Poolside Restaurant & Lounge (7th floor) |
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## Tuesday, June 12th - Miami Ballroom (6th Floor)

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|-------------------|--|--|
| 9.00am - 9.15am   | Welcome Speech   | <b>Massimo Martinoli</b><br>Regional Manager, Latin America - Generali Employee Benefits |
| 9.15am - 10.00am  | Latin America Outlook  | <b>John Price</b><br>Managing Director - Americas Market Intelligence                    |
| 10.00am - 10.45am | Overview on the Latin America Insurance markets: focus on the Group Life and Medical segments  | <b>Juan-Fernando Serrano</b><br>Presidente Ejecutivo - CEO - LatinInsurance              |
| 10.45am - 11.00am | <i>Coffee break</i>  |  |
| 11.00am - 12.15pm | Customer Culture. The real driver of growth  | <b>Alejandro Ceron</b><br>Managing Director - SP&E Consultants                           |
| 12.30pm - 2.00pm  | <i>Lunch at 14 Thirty Five Lounge (7th Floor)</i>  |  |
| 2.00pm - 3.00pm   | Strengthening customer culture: group exercise   | Moderated by <b>Alejandro Ceron</b>  |
| 3.00pm - 3.30pm   | GEB: unlocking our future  | <b>Ludovic Bayard</b><br>General Manager - Generali Employee Benefits                    |
| 3.30pm - 4.00pm   | Memorial International   | <b>Pablo Cevallos</b><br>President - Memorial International                              |
| 7.30pm            | <i>Cocktail reception sponsored by Generali Employee Benefits and Memorial International</i><br><b>Whisper Cocktail Lounge</b><br><i>W Miami Hotel - 485 Brickell Ave, Miami</i> |  |

## Wednesday, June 13th - Miami Ballroom (6th Floor)

|                   |   |  |
|-------------------|---|--|
| 9.00am - 9.45am   | International Middle Market   | <b>Sandor Jonas</b><br>Head of IMM - Generali Employee Benefits<br><b>Stefano Convertino</b><br>Diretor Ejecutivo, Generali Brasil Seguros         |
| 9.45am - 10.15am  | Pools, GUPs & Captives – the changing landscape of global benefits management. Sales & prospecting update USA | <b>Marc Reinhardt</b><br>Director – GEB Americas   |
| 10.15am - 10.35am | Update from Europ Assistance  | <b>Alejandro Caballero</b><br>Latin America Regional Director - Europ Assistance   |
| 10.35am - 11.00am | <i>Coffee break</i>   |  |
| 11.00am - 11.30am | GEB: a Network of Partners  | <b>Serena Longaro</b><br>Head of Network Management - Generali Employee Benefits   |
| 11.30am - 11.45am | GEB Network update: Introduction to ASSA  | <b>Ian Van Hoorde</b><br>General Manager - ASSA Compañía de Seguros<br><b>Gabriel R. de Obarrio III</b><br>Executive VP - ASSA Compañía de Seguros |
| 11.45pm - 12.15pm | Wrap-up   | <b>Massimo Martinoli</b><br>Regional Manager, Latin America - Generali Employee Benefits   |
| 12.30pm - 2.30pm  | <i>Lunch at 14 Thirty Five Lounge (7th Floor)</i>   |  |

**Venue**

Four Seasons Hotel Miami  
1435 Brickell Avenue  
Miami, FL 33131  
Tel. +1 305 358 3535

**Breakfast and lunch**

Continental breakfast and lunches will be served on the 7<sup>th</sup> Floor at the 14 Thirty-Five Lounge during the conference days (June 12th and 13th).

**Cocktail reception (Whisper Lounge - W Miami Hotel)**

The reception will be held at Whisper Cocktail Lounge at the W Miami Hotel (485 Brickell Ave, Miami), which is a 15 minutes walk from the Four Seasons Hotel.

**Dress Code**

Business casual for the working sessions and the cocktail receptions.

**Working language**

Spanish and/or English will be the languages spoken during the sessions.

**Contacts**

In case of need, you can contact: Massimo Martinoli at +1 973 262 0742 or Erica Sebastianutti at +1 305 215 3373