

IRES Foundation presents

The National School On Market Regulation

APRIL 18-20, 2010
Fairmount Chicago, Chicago, IL

Join us for the 17th Annual National School on Market Regulation

The annual school is a MUST for insurance industry and private sector compliance & market conduct, attorneys/law firms, claims and government relations personnel as well as insurance regulators involved in all aspects of market regulation. The agenda is loaded with tools to hone your compliance skill set including sessions on building your company's market analysis function, agent licensing and appointment, L&H annuity sales, and compliance controls and metrics, as well as special sessions on important national topics of interest including the use of social media in the insurance market. Come hear regulators and experts reveal where regulation of social media is headed and report on the latest developments and high-profile cases likely to affect your company.

We're excited to offer you a variety of sessions for this year's School including:

- *Monitoring From Within - Tips on Building an Internal Market Analysis Function:* Learn how to conduct market analysis internally to identify and proactively address any concerns before you are contacted by states.
- *Commissioners' Panel - The Most Challenging and Important Regulatory Issues Facing the Corner Offices:* Listen to a diverse group of insurance commissioners put forth their opinions on what they see as the most challenging regulatory issues confronting them in 2010. Learn what they view as the likely outcome for these issues and what effects it will have on the insurance industry.
- *Protecting Seniors - The Fast Changing Regulatory Landscape:* The largest growing population in the United States consists of people over the age of 65. Sadly, many seniors and "vulnerable adults" lack proper financial acumen and are sometimes victims of crimes. A discussion of what insurance regulators and the insurance industry are doing to protect seniors.
- *Social Media and the Business of Insurance:* An overview of the latest developments in social media in insurance and laws that potentially apply. This panel will focus in particular on the application of the state insurance laws including the insurance trade practices laws.
- *Internal Compliance Controls in the Era of Market Analysis and Regulatory Data Calls:* Hear a panel of compliance professionals discuss how they allocate resources and implement internal regulatory controls in this era of data analytics.
- *Data in the Daily Life of the Compliance Professional:* Are data-driven projects becoming a bigger part of your job than ever before? This session will look at current initiatives impacting compliance professionals that carry with them heavy demands for data gathering, reporting and systems projects. Learn more about the Medicare Secondary Payer Act, Climate Change Survey, MCAS, and state data call activity; and hear an insurer's perspective on the impact of these initiatives on compliance responsibilities.



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