



FOR IMMEDIATE RELEASE:

9th Annual Canadian Insurance Financial Forum (CIFF) announces a new two-day format based on client feedback

Toronto (March 8, 2018) – MSA Research announces a new format to mark its ninth annual Canadian Insurance Financial Forum (CIFF).

CIFF is the single largest gathering of Canadian P&C insurance financial professionals, attracting hundreds of delegates from across the country and abroad since its inception in 2010. Survey results of attendees showed that delegates value CIFF for the high-quality speakers and presentations, but they also want to have more time for interactive discussion and networking.

In response to client input, CIFF 2018 will include the following new elements:

- A high impact two-day program being held May 15-16 at White Oaks Resort and Spa near Niagara-on-the-Lake, Ontario
- Time and space for delegates to have private meetings
- More networking time, including a cocktail reception and dinner
- More sessions focused on top insurance industry issues, including time for delegate discussion

CIFF is also pleased announce a new emcee for 2018, **Misha Glouberman**. He's been described as a mash-up of "Peter Mansbridge's smarts and Conan O'Brien's wit". He is the author, with Sheila Heti, of the book *The Chairs Are Where the People Go*, which the *New Yorker* named as one of its top nonfiction books of 2011 and described as "a triumph of what might be called conversational philosophy."

"The new two-day format reflects the importance of personal contact and networking in a harried digitally-driven world. We are extremely proud to have even more world-class speakers at CIFF this year, including our keynote speaker, **Bryan Davies**, the Chair of the new Ontario Financial Services Regulatory Authority (FSRA). The title of his speech is **Regulating for the Future**."

The agenda will include discussions on:

- Industry results and 2018/19 outlook
- The economic outlook amid rising rates
- IFRS-17 including OSFI and industry perspectives
- The challenge of scaling innovation



- Adapting to rising auto physical damage losses
- B3i - the global industry blockchain initiative

CIFF 2018 takes place on May 15-16 at White Oaks Resort and Spa, near Niagara-on-the-Lake. More information is available at: <http://www.msaresearch.com/ciff>

ABOUT CIFF

Now in its 9th year, the CIFF is specifically designed to meet the needs of actuarial, accounting, finance, compliance, regulatory and investment professionals in the property and casualty insurance industry as well as to provide valuable information for board members in a content-rich and rewarding experience, supplemented with valuable networking opportunities. CIFF 2018 has been developed with the support of an Advisory Committee made up of senior partners from all major audit and actuarial firms as well esteemed financial industry leaders. The CIFF is produced by Toronto-based MSA Research Inc. Joel Baker is President and CEO of both MSA, the leading provider of Canadian insurance financial data, and the National Insurance Conference of Canada. Baker is also CEO of Canada's catastrophe index provider, CatIQ Inc.

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