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**Upcoming Events**

- **31st January – Opening of Insurance Month, Yacht Club– 4:30pm.**
- **February is Insurance Month.**
- **3rd February - IIB Church Service, Christ Church Cathedral-9:00am. Service followed by brunch at Luciano’s -11:30am.**
- **9th February – Annual Fun Day, Bahamas First Insurance Company grounds.**
- **13th February – Education Forum**  
Presentations to be made to primary, junior and senior school students on “The Value of Insurance”.
- **22nd February – Luncheon Seminar,** hosted by the IIB at Luciano’s.
- **28th February – Annual Award Ceremony & Reception,** British Colonial Hilton Hotel -6:00pm.
- **Throughout the entire Month of February – BIA Insurance Food Drive.**

**Introduction of New IIB Council 2018 - 2019**



On Wednesday, 26th September 2018, The Insurance Institute of The Bahamas held its Annual General Meeting.

The following persons were elected for the 2018 - 2019 term:

President	Bryinda Russell
Vice President	Charlyne Sealey
Secretary	Sherry Brown
Treasurer	Roy-Ann Ford
Directors	Richard Adderley
	Inga Saunders
	Krystle Saunders
	Tia Armbrister
BIA Representative:	Rhonda Chipman-Johnson
Immed. Past President:	Rema Martin

The outgoing President, Rema Martin, gave an overview of the work of the Institute during the past year.

Newly elected President, Bryinda Russell thanked everyone for their vote of confidence in her and pledged her commitment to IIB's mission.



The AGM was followed by the traditional cocktail reception where members and guests enjoyed a time of fellowship.

**ABOUT US**  
The Insurance Institute of The Bahamas (IIB) is an organisation for persons working in the various sectors of the Insurance Industry in The Bahamas. We seek to promote education and continuous professional development by hosting seminars and bringing persons together for educational and informative talks. The Institute also focuses on building camaraderie through the coordination of social activities.

In addition, the IIB seeks to promote professionalism in the industry and encourages its members to adhere to the highest level of ethical standards.

To be a Member or should you require additional information about the IIB, click [here](http://www.institutebahamas.com/) to join or visit our website at <http://www.institutebahamas.com/>.



*“People do not mind change and don’t have a problem embracing change. People mind or do not embrace change that either doesn’t work, or which they don’t believe works or are not sure will work for them.”*

*- Key Note Speaker, Zhivargo Laing (AIIC Conference 2018, Nassau, The Bahamas)*



## Conference Highlights



The 19th annual AIIC Conference was without doubt a resounding success. There was lots of food, socializing and dancing; but most importantly it was filled with a diverse compilation of insurance experts who delivered some interesting and educational presentations.

The speakers agreed that the most successful organisations exceed customer expectations, but **technology is key.**

The days of simple demographic segmentation are gone. When purchasing an insurance policy each generation expresses its own unique preferences for customer engagement based on their age and life experiences. Therefore, insurers must understand the differences in technology between generations, as this is what motivates customers and influences how they define themselves, which is critical to the future success of the industry.

Even with healthcare, it is important for insurers to offer a solution towards **good**

technology, health and wellness.

Digital health care is expected to contribute US\$800B in global value.

One thing is certain, the shift towards a more connected, data driven insurance industry may take time, but is inevitable.

In the meantime, we are reminded to manage our customer expectations by the following:

- **Always Follow-up;**
- **Be Transparent;**
- **Be Clear; and**
- **Cover More Solutions.**

**IIB would like to take this opportunity to thank all of our guest speakers, participants, special guests and sponsors for their participation and sharing of ideas and expertise.**