

# 2010 EDITORIAL & ADVERTISING PLANNING CALENDAR

ISSUE	AD CLOSE	ISSUE HIGHLIGHTS	BONUS CIRCULATION
January	December 4	<ul style="list-style-type: none"> <li>– Budget 2010: If the Worst Is Over, What's Next?</li> <li>– Compliance: System Requirements for Uncertain Regulatory Times</li> <li>– Policy Administration: <b>Special Joint Supplement</b> from <i>Tech Decisions</i> and <i>National Underwriter Magazines</i></li> <li>– <b>Tech Guide:</b> Compliance, financial and accounting software and systems</li> </ul>	
February	January 4	<ul style="list-style-type: none"> <li>– <b>SPECIAL WEBINAR:</b> 2010: The Road to Recovery—How to Position IT for the Business Push As insurers and vendors establish their business plans to accelerate growth in the new year, a partnership is needed to position each side in the same profitable direction. IT already has taken a leadership role in helping the insurance industry to avoid the woes many industries have encountered. Find out from industry experts what IT needs to know to kick-start revenue generation today.</li> </ul>	
March	February 5	<ul style="list-style-type: none"> <li>– SPECIAL REPORT: Do-or-Die Analytics and Modeling for Carriers</li> <li>– The SOA-BPM Link: Driven by the Business Down or IT Up?</li> <li>– Business Intelligence: Best Practices in Pushing Control to Business Users</li> <li>– <b>Tech Guide:</b> Business intelligence and predictive analytics/modeling tools</li> <li>– <b>Special Report:</b> Predictive Analytics</li> </ul>	AAMGA Automation & Agency Management Conference, AMS Users Group National Conference
April	March 5	<ul style="list-style-type: none"> <li>– Successful Implementations: Where Vendor Relationship and Project Management Collide</li> <li>– The Sinister Side of Social Networking: Securing the Systems for Customers and Employees</li> <li>– Selling Direct: The Wave of the . . . Present?</li> <li>– <b>Tech Guide:</b> E-systems, e-commerce, Web services, and security</li> <li>– <b>Includes ACORD supplement</b></li> </ul>	RIMS
May	April 2	<ul style="list-style-type: none"> <li>– For Producers Only: Game-changing Carrier IT Strategies for Winning New Business</li> <li>– Standards Report: One Language, One World?</li> <li>– Customer Retention: Online Offerings to Keep Them Coming Back for More</li> <li>– <b>Tech Guide:</b> Sales force automation and wireless technology</li> <li>– <b>Special Supplement:</b> Insurer's Choice Award</li> </ul>	AAMGA Annual Meeting, ACORD LOMA
June	May 3	<ul style="list-style-type: none"> <li>– Recessionary Repercussions: Is the CFO More Involved in IT?</li> <li>– Policy Admin Systems: The Unique Needs of Specialty Lines</li> <li>– Claims Technology: <b>Special Joint Supplement</b> from <i>Tech Decisions</i> and <i>Claims Magazines</i></li> <li>– <b>Tech Guide:</b> Administration tools—policy, billing, and claims</li> </ul>	IASA, America's Claims Event
July August	June 4 July 2	<p><b>EXCLUSIVE SUMMER ONLINE ANALYST SERIES</b></p> <ul style="list-style-type: none"> <li>– <b>July Webinar:</b> State of the Market—2<sup>nd</sup> Annual Forum: Where We Are, Where We're Going A roundtable of top industry observers discusses the key trends, critical challenges, and winning strategies that are determining current and future success in insurance technology.</li> <li>– <b>August Webinar:</b> Competent to the Core—Trends in Policy Admin, Underwriting, and Claims A panel of industry experts reveal what solutions insurers must implement now in order to be competitive today and in business tomorrow.</li> </ul> <p><b>Special E-Newsletters:</b></p> <ul style="list-style-type: none"> <li>– Driving Distribution: What Sets Carriers Apart and Ahead of the Competition</li> <li>– Growing the Business: Ensuring No Dollar Is Left Behind</li> <li>– Vendor Marketplace: Taking the Pulse of the Partnership</li> <li>– Content Management: Working Out the Cultural Corporate Kinks</li> <li>– Panic Prevention: Insurers' IT Crisis Control—Climate Change, Pandemics, Global Volatility</li> <li>– Customer Information Management: Strengthening the Customer-Product Connection</li> <li>– A Metric for Metrics: The Truth About Reporting—More Talk Than Action?</li> <li>– Garbage In?: The Data Dilemma in Predictive Analytics</li> </ul>	
September	August 6	<ul style="list-style-type: none"> <li>– Insurance IT All-Stars 2010: IT and Business Leaders Who Drive Change</li> <li>– Underwriting: Boosting Profits in Shrinking Markets</li> <li>– Emerging Technologies: Are Insurers Using SaaS, Wikis, Web 2.0, and High-Performance User Interfaces?</li> <li>– <b>Tech Guide:</b> Rating and underwriting tools</li> </ul>	NAVA Annual Meeting
October	September 3	<ul style="list-style-type: none"> <li>– Enhanced Environments: Has Cloud Computing Come Down to Earth?</li> <li>– Data Mastery: Solutions for Better Gathering, Storage, and Delivery</li> <li>– E-Discovery: Doing Enterprise Content Management Right</li> <li>– <b>Tech Guide:</b> Data, content, and document management tools</li> <li>– <b>Special Supplement:</b> Content Solutions</li> </ul>	ACLI PCI IT Conference
November	October 1	<ul style="list-style-type: none"> <li>– IT Year-end Review: The Balance Between Strategic and Tactical Solutions</li> <li>– Legacy Systems: How to Achieve a True Future State</li> <li>– Workflow Optimization: The Decision to Keep the Process or Change It</li> <li>– <b>Tech Guide:</b> Business process systems and software</li> </ul>	
December	November 5 <b>Buyers Guide:</b> October 30	<ul style="list-style-type: none"> <li>– Insurance CIO Status Report: Greater Role=Greater Pressure to Perform?</li> <li>– Town Hall Meeting: New Directions for the New Decade</li> <li>– Service: Keeping Pace With the Mobile-equipped Customer</li> <li>– <b>Tech Guide:</b> Customer service tools</li> <li>– <b>Includes Buyers Guide, Calendar</b></li> <li>– <b>Includes Solution Breakthroughs Advertorial Supplement</b></li> </ul>	