

2010 EDITORIAL & ADVERTISING PLANNING CALENDAR

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