

# PIA OF INDIANA'S 2020 VIRTUAL CONVENTION

## Professional Development Schedule & Course Descriptions

### Wednesday, September 30th:

**11:00 A.M. - 12:30 P.M.**

#### *Artificial Intelligence and Big Data and It's Role in Your Agency*

**Presenter: Chris Paradiso - 1.5 hours of IN CE**

This session will help agents learn how to use Artificial Intelligence and Big Data in their agencies. Both AI & Big Data can be used as tools to help agencies and agents. When implemented correctly, they can be used to increase agency revenue.

**12:45 P.M. - 2:15 P.M.**

#### *How our Agencies' Retention is Centered Around Data Scientist*

**Presenter: Chris Paradiso - 1.5 hours of IN CE**

The goal of this session is to show agents how to use data to improve their retention rates. By looking at the data, insurance professionals can learn how to provide better service to their customers which will led to increased retention.

**2:30 P.M. - 4:00 P.M.**

#### *The Power of Brand*

**Presenter: Chris Paradiso - 1.5 hours of IN CE**

The goal of this session is to show agents how to develop and use their brand as a marketing tool for their agency. By having a cohesive brand, agents will be more likely to be seen, followed, and be able to make a difference in the public's understanding of insurance. Areas covered include a getting to know your customers, your products that you are selling, and how to develop your voice when talking about your products.

### Thursday, October 1st:

**11:00 A.M. - 12:30 P.M.**

#### *Usual Claims You Never Want to See*

**Presenter: Todd Davis - 1.5 hours of IN CE**

This is course focuses on unusual insurance claims and situations for both Personal Lines and Commercial Line policies. The course introduces the participants to emerging claim scenarios based on rapidly changing exposures in the marketplace from things like the gig economy, alternative power sources, hoarding, biohazards, crime scene claims, mold, and technology issue.

**12:45 P.M. - 3:45 P.M.**

#### *E&O: It's Not My Fault*

**Presenter: Todd Davis - 3 hours of IN CE**

This course consists of discussions related to the evaluation of insurance risks, the role of an insurance intermediary in the transfer of risk from consumer to insurance carrier, and the risks associated with professional obligations, fiduciary duties, and responsibilities imposed by courts, laws regulating the sale of insurance, and peer/industry standards. Topics covered include common mistakes made in processing both Personal Lines and Commercial Lines policies. Through each step of the program, participants will be given specific procedures to implement that will help avoid the risk of being sued through claims of Errors and Omissions.

### Friday, October 2nd:

**9:00 A.M. - 12:00 P.M.**

#### *Ethics: Who Needs 'Em*

**Presenter: Ted Kinney - 3 hours of IN Ethics CE**

The topic of ethics is often discussed in professional circles. In fact, many states have a requirement that insurance agents take ethics courses. This course discusses the fundamentals of ethical responsibilities and asks the question – “can ethics be taught?” The course also deals with the legal ramifications of unethical behavior.