

# LIFE INSURANCE EXECUTIVE FORUM

The Life Insurance Executive Forum (LIEF) provides an opportunity for executives from a diverse set of companies focused on the life insurance market to discuss key issues and shared concerns. A key focus is on innovative efforts to close the life insurance coverage gap.

**Membership is by invitation only and limited to one executive per firm. Dues are \$7,500 per year.**

## MEMBER MEETINGS INCLUDE:

- Two in-person and three virtual meetings per year
  - Presentations by outside experts
  - Roundtable discussions on key issues
  - Reports on key research studies
  - Case study presentations
- Reports on two specially-designed LIEF surveys
- Summary report on each meeting

## MEMBERSHIP BENEFITS:

- **Group of diverse financial services executives focused on closing the life insurance gap, including insurers, distribution companies, reinsurers, startups, technology firms, etc.** LIEF is a study group of executives discussing life insurance and the life insurance coverage gap from various perspectives. Membership is by invitation-only and limited, typically, to only one representative per firm.
- **Exclusive focus on life insurance issues, allowing for relevant and efficient discussions.** The program's scope transcends organization type and invites the broader life insurance ecosystem to address the life insurance market and the coverage gap holistically to identify opportunities, processes, and solutions that span the life insurance value chain.
- **In-person and virtual meetings stimulate discussion and insight.** LIEF agendas provide practical information, ideas, and key takeaways. Agendas include roundtable discussions on pre-meeting member surveys, member presentations on key initiatives, and presentations by carefully selected experts designed to provide new knowledge.
- **Meetings promote networking with knowledgeable industry peers, who can be a key resource over the course of the year.** LIEF will develop a culture of sharing and cooperation. This promotes effective networking and permits members to contact each other and brainstorm about key issues.
- **Exceptional value at a reasonable cost.** Individual LIEF members and their companies are enriched by education, research, and thoughtful discussion with peers and experts across the industry. They take these learnings back to their companies to help with product, service, and communications strategy.