

Agenda Item 6(a)(i)
January 21/20 EOC Meeting

Engagement of Dog and Pony Studios For Preparation Of Professional Calibre Presentation Deck

From: Keith Martin <Keith.Martin@cafii.com>

To: CAFII Board Members, Surrogates, EOC Members, and other Committee Members

Sent: January-10-20 12:00 PM

Subject: Update on the CAFII Presentation to the FCAC

CAFII Board Members, Surrogates, EOC Members, and other Committee Members:

At the 3 December, 2019 CAFII Board meeting, during both the regular meeting and the Board's ensuing *in camera* discussion, there was discussion about CAFII's intention to have a follow-up meeting with the FCAC in Ottawa in early 2020 (likely in late January or February), the focus of which would be a presentation by our Association to FCAC staff executives on credit protection insurance (CPI) sales practices and related Fair Treatment of Consumers considerations.

Coming out of its *in camera* discussion, the Board asked CAFII management to explore finding an external consultant company that could help our Association weave together a CPI story that is compelling and highly professional, with Toronto's Dog and Pony Studios identified as an example of such a firm.

Brendan and I have subsequently had a one-hour-plus detailed phone conversation with Chris Davies, the founder and head of Dog and Pony Studios, and we were extremely impressed by his knowledge of financial services in general and CPI in particular, and how quickly he understood what we were asking his firm to do for CAFII. He is very aligned with our objective of getting expert help in producing a first-class presentation deck.

Our recommendation to Board Chair Nicole Benson and Board Vice-Chair Chris Lobbezoo was to move forward with Dog and Pony Studios, at a quoted cost of \$6,000 to \$8,500; and that recommendation has been approved.

A Letter of Engagement will be signed, and after Dog and Pony Studios has made some headway on a first draft of CAFII's presentation deck for the FCAC, we will reach out to those on this distribution list for volunteers to join a task-specific Working Group to review and offer comments on the deck developed by Dog and Pony.

Any questions or concerns, please let me know.

Keith Martin

Co-Executive Director / Co-Directeur général

Canadian Association of Financial Institutions in Insurance

L'association canadienne des institutions financières en assurance