
CAFII Webinar for CCIR on Social Media and Ecommerce

Agenda

Overview:

Presentation and discussion - How social media and ecommerce are being used to provide new channels of engagement with customers, provide an overview of industry trends and the implications of the trends.

Presentation – 45 minutes

Q&A – 20 minutes

Presentation Overview:

- **Overview of trends and business drivers driving digital adoption** (social, mobile and ecommerce) including types of social platforms, technology advances, customer expectations, demographics of users and distribution evolution.
- **Leading practices in financial services** with examples. Scope will include insurance, wealth, banking and non-regulated financial services firms (ie payments).
- **Top business strategies.** What are the business benefits and risks? For example communications and marketing, customer service, product innovation, recruiting and collaboration.
- **Where are the trends going?** Potential for the future.
- **Implications to CAFII membership including, technology, risk, people, business changes.**