

AGENDA

10 MARCH 2025

08:15	WELCOME: THE VITALITY TERRAIN Craig Deats, Vitality Global
08:30	VITALITY: ONE GLOBAL COMPOSITE, ONE GLOBAL AIM Adrian Gore, Discovery
09:00	ENHANCING ADVISER VALUE: THE SHARED-VALUE ADVANTAGE Gareth Friedlander, Discovery Life
09:30	INSUR(AI)NCE: TECH AND GROWTH Moshe Tamir, Axell
10:00	RESHAPING THE INSURANCE LANDSCAPE Matteo Carbone, IoT Insurance Observatory
10:30	COFFEE BREAK
11:00	MY VITALITY JOURNEY ACROSS CONTINENTS Neville Koopowitz, Vitality
11:45	VITALITY THOUGHT LEADERSHIP: A POWERFUL SALES CONVERSATION STARTER Anthony Bennett, RedSky Strategy Dinesh Govender, Vitality SA Dr Mosima Mabunda, Vitality SA Lee Corrigan, Vitality Global
12:30	LUNCH BREAK
13:30	ENGAGEMENT THROUGH INCENTIVES: THE ROLE OF REWARDS Nick Read, Vitality UK
14:00	VITALITY IN ACTION: MARKET SUCCESS STORIES
15:00	KEYNOTE: LEVERAGING AI TO IMPROVE THE CUSTOMER EXPERIENCE Dr Renée Richardson Gosline, MIT
16:00	TAKEOUTS AND CLOSING Craig Deats, Vitality Global

AGENDA

11 MARCH 2025

08:15	OPENING Craig Deats, Vitality Global
08:30	UNLOCKING THE NETWORK EFFECT: THE NEXT EVOLUTION OF DISTRIBUTION-LED SHARED VALUE Karl Hewstone, Vitality Global
09:15	SEMANTICS OF SALES: THE TRUST TOOL BreadCrumbs, Behavioural Linguistics
09:45	OUT WITH THE OLD: MODERN MARKETING BUILDS BRANDS Anthony Bennett, RedSky Strategy
10:15	COFFEE BREAK
10:45	THE BEHAVIOURAL ECONOMICS EQUATION Craig Sher, Discovery Invest Nic Salmon, Discovery Bank Robert Attwell, Discovery Insure Shaun Matisonn, Vitality Global
11:30	"NOW WHAT?" COLLABORATIVE STEPS TO SUCCESS Shaun Matisonn, Vitality Global
11:50	CONFERENCE CLOSING Craig Deats, Vitality Global
12:00	LUNCH + NETWORKING SESSIONS
14:15	TRANSPORT TO AIRPORT