



MarketScout Features Insurance Industry Leaders at Entrepreneurial Insurance Symposium

DALLAS, Texas ([PRWEB](#)) May 10, 2009 -- On September 15 and 16, MarketScout will host industry leaders in innovation at the 2009 Entrepreneurial Insurance Symposium. Speakers will focus on the changing landscape in the industry and the strategies insurance leaders are using to steer their companies to success.

MarketScout is partnering with Liberty Mutual, Microsoft, Business Insurance Magazine, Allied World and many other entrepreneurial leaders in the insurance industry to provide a forum for discussion of new models being implemented to take advantage of the ongoing changes in the industry. The symposium also provides a networking mall, cocktail receptions, luncheons and dinners that foster an exceptional opportunity to meet other forward thinking executives. This gathering is not for those supporting the status quo; rather, the focus is upon change itself and how to capitalize on the new opportunities created over the course of the last year.

With keynote addresses by J. Hyatt Brown, Chairman and CEO of Brown & Brown, Inc., Lance J. Ewing, Vice President, Risk Management for Harrah's Entertainment, Inc., Scott A. Carmilani, President, CEO & Chairman of Allied World, and Dr. Robert P. Hartwig, President and Chief Economist of the Insurance Information Institute, the conference promises to continue to offer the best insights of any insurance industry event in 2009.

Topics include the expansion of electronic access to insurance and insurance distribution, building creative value to bolster the bottom line, insurance buyer techniques for broker selection and reviewing as well as forecasting industry economic trends. The 2009 Entrepreneurial Insurance Symposium is a must-attend event for anyone interested in the immediate and long-term future of insurance.

Vendors offering expertise and entrepreneurial solutions will be on hand to share the innovations that will enable insurance companies, from small shop retail agencies to multi-billion dollar insurance carriers to increase efficiency, provide improved service to clients, and impact the bottom line.

According to speakers at the 2008 Symposium, "20% of P&C premiums move each year because of new concepts, products, and distribution plans" and these concepts, products and plans will be on display and discussed in depth at the 2009 Entrepreneurial Insurance Symposium.

Registration for both attendees and exhibitors is already underway, and can be made at the event site: www.eInsuranceSymposium.com. Those interested in participating in the Symposium can feel free to call Chris Yount at 972-934-4256. Speaking slots are full, but sponsorship and exhibiting opportunities are still available.

MarketScout

MarketScout is a Dallas, Texas-based electronic insurance exchange, which underwrites and distributes hundreds of product lines to its 35,000-member agency network across the United States. Over 50 "A" rated carriers participate in the MarketScout exchange platform at www.marketscout.com. MarketScout believes business produced via their insurance exchange is 7% to 8% more profitable than business generated by the typical marketplace.

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