**CPCU Society Webinar Datasheet**

**For Internal Use Only:**

**Event Code:**

**Date:**

**Speaker(s):**

This webinar is presented by the CPCU Society and the \_ Interest Group

**Title of Webinar: Augmented Reality – “Gotta catch ‘em all!”**

**What it’s about?**

(A short paragraph or two describing what your webinar will cover, and the learning objectives)

This webinar addresses Augmented Reality. It opens with discussion of the technology, its general uses, and its insurance uses. The webinar proceeds into the more technical aspects by addressing legal issues, associates risks, and methods to mitigate risk.

At the conclusion of this course, the active participant will understand:

* What Augmented Reality is and how it operates
* The overall general uses of AR
* The variety of uses of AR within the insurance industry
* Legal implications of AR
* Risk identification and management

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**Continuing Professional Development Information**CPCUs who attend will be awarded **one** continuing professional development (CPD) point.

**Who should attend**

(A list of the types of professionals who would most benefit from attending)

Underwriters, claims professionals, risk managers, loss control professionals, attorneys, IT professionals

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**Cost**

**Individual Pricing:**

CPCU Society members: Complimentary

Nonmembers: $79

New designees: Complimentary

**Group Pricing (Unlimited Participants at One Location):**

CPCU Society members: Complimentary

Nonmembers: $189

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**Schedule**

1:00–2:00 p.m.

**Presenter(s)**

**Name: Christie Alderman**

**Phone Number and Email Address: 908-572-2709 and** **calderman@chubb.com**

**Bio and picture** (Please note: the Bio can only be 100 Words in length)**:**

Christie manages the strategic design of new products and product enhancements within all Chubb PRS lines of business (home, auto, liability, valuable articles, etc.). She also oversees the development and management of client services- helping customers avoid losses and building positive customer experiences. With both products and services, Christie and her team manages dozens of vendor contracts and works with underwriting, product development, IT, strategic marketing, corporate communications, learning and development, etc., to bring to life market solutions that help Chubb PRS's clients.



**Name: Brian Wassom**

**Phone Number and Email Address: 248-784-5039 and bwassom@wnj.com**

**Bio and picture** (Please note: the Bio can only be 100 Words in length)**:**

Brian litigates disputes and counsels clients primarily in matters of creative expression, commercial identity, and privacy. This includes copyright, trademark, privacy, publicity rights, advertising, and other complex commercial issues. A particular focus area of Brian’s is in the brand-new legal issues raised by cutting-edge digital and emerging media. He blogs on these subjects at **Wassom**.com and regularly speaks on them to industry groups, legal education seminars, and conferences across the country.



**Moderator:**

**Name: Denise Brown**

**Phone Number and Email Address: 530-823-6504 and dbrown@iwins.com**

**Bio and picture** (Please note: the Bio can only be 100 Words in length)**:**

Denise Brown is Vice President & Executive Claims Consultant for InterWest Insurance Services, LLC. Working for InterWest for the past 26 years, she has held a variety of claim-focused positions that have given her the opportunity to develop technical expertise in handling the majority of claim-related situations that InterWest clients experience. In her current position, Denise is responsible for claims management and oversight of InterWest’s top tier clients.

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Email: memberresources@theinstitutes.org

Phone: Member Resources at (800) 932-CPCU (2728)

**Five Prepared “Seeded” Questions. Please provide us with 5 prepared questions that could be asked during your presentation. We like to have some “canned” questions ready to go in case we do not receive many from the audience.**

**1.** Children (and most adults) do not read the user license agreement which explains the users rights and responsibilities and those of the provider/distributor, etc. Is there an innovative way to alert children (and even adults) to safety warnings for using AR—maybe a video or game that they must play that explains what not to do? Airlines are coming up with innovative ways to inform passengers of safety and regulations. Is there a better  way to inform users of the safety issues?

**2.** What types of in-app purchases pose a personal risk to individuals?

**3.** Can the relocation services in an app that results in harm to an individual (i.e. through stalking or child abduction, seizures or nausea) become a liability issue for the app manufacturer? If so, is there a way to mitigate this exposure or is the exposure shared with service providers, such as mobile service providers or internet service providers?