

IFoA Middle East Conference 2025
Saturday 3 – Monday 5 May 2025
Content Generation Committee

Terms of Reference

Purpose

The role of the Content Generation committee for the Middle East Conference 2025 is to work in partnership with the IFoA executives (Middle East and Africa) to source the content of the conference. The goal is to produce an innovative actuarial conference for our members, non-members, industry specialists and stakeholders based across the Middle East Region. The committee will be advisory, to provide input, content, direction, and support for the development of the programme to the IFoA executives (Middle East and Africa).

The committee's responsibilities shall include the following:

- Be the source of expertise, to review and select relevant content and speakers, creating a unique experience for members in terms of topic delivery and angle.
- Refinement and validate the conference theme where appropriate.
- Recommendation of suitable speakers based on the agreed content / topics.
- Support and raise the profile of the IFoA Middle East Conference 2025 programme and sponsorship to members.
- Understand the target market with an eye towards gearing existing events to best meet members' interests and needs, whilst generating ideas for exciting new opportunities for new areas of learning, greater external promotion of the actuarial profession.
- Make timely decisions and take actions to progress the planning as to not hold up the progression.
- Share all communication and information across all committee members and IFoA executives (Middle East and Africa).
- Attend committee meetings and voice objective opinions.

It will be necessary for the committees to consider at least the following:

- How to engage with contributors to events by – for example, and amongst other ideas - evolving the approach from “a call for speakers” to diversifying sources for content through independent providers.
- How to engage with potential sponsors to encourage sponsorship at all levels and innovation
- How to promote the conference to support the delivery of the Conference marketing plan
- How to make stronger connections inside the actuarial community among IFoA groups, employers, and educators, as well as extending them beyond the traditional domain to other professions, financial institutions, and groups.
- How to take advantage of our thought leadership to present the role of the actuarial profession to a wider range of influential stakeholders, including decision-makers, politicians etc.

- To work closely with IFoA executives (Middle East and Africa) on the development of programme, content, topics, speakers and sponsorship.
- How best to increase attendance and broaden reach by using a range of contemporary delivery approaches, to reach our target audience.
- How to establish a culture of post-event review and performance measurement to inform continuous improvement of the events portfolio.

Governance

The committees will be supported by the executive:

- Be guided by the Actuaries Code in their work.
- Observe any guidelines and objectives for content established by the IFoA or its Boards.
- All recommendations and decisions of the Chair shall be made by consensus.

Membership

The committees shall comprise open-minded strategic thinkers who can bring a fresh point of view in breathing new life into the future of the IFoA's events programme.

The members will include:

- A Conference Chair.
- Up to eight volunteer vacancies for Content Committee members to confirm content and speakers for each content area.
- Committee members are expected to attend meetings, contribute ideas, encourage event sponsorship and deliver actions appointed to them.

Essential skills

- A strategic mindset with thoughtful views on how the IFoA can enhance its events offering to ensure they follow best practices and add value to our diverse community of current and future members.
- A good understanding of the background of the IFoA's events and conference offerings.
- Awareness of the existing market, competing providers, and global needs for such events.
- A willingness to play a proactive role in championing this area of the IFoA's activities.
- A commitment to publish and promote events on personal social media accounts; join the conversation on one of the IFoA's social media posts; use workplace communication channels to raise awareness with colleagues.

Desirable

- Knowledge of contemporary delivery of events and conferences.
- An understanding of not-for-profit public interest bodies with global membership.
- An appreciation of the challenges facing professions in a global environment.
- A good pool of network to call upon for possible contribution, i.e.: call for speakers and sponsorship

Meetings

- Members will be required to attend meetings via conference calls. The first meeting will be held in November 2024. It will be attended by representatives of the IFoA Middle East Strategic Member Committee and IFoA executives (Middle East and Africa) and the Conference Committee Chair.
- The format and agenda for each meeting will be set by the IFoA and Chair and issued in advance of the meeting.
- Members should be able to devote time equivalent to two working days per month, including following up on actions to meet event schedule deadlines.
- There is IFoA staff support in the lead-up to and during the conference itself; however additional volunteer time will be assessed and may be required. This could include participation in the committee conference calls / emails or in some other event support or delivery capacity as reasonably required.
- In exceptional circumstances when attendance at a meeting is not possible, the absent member will provide the committee with their suggestions and comments before the meeting.

Agree on a high-level content plan

Content Generation Committee to produce the content plan. This should incorporate the below areas:

- Areas involving the up-and-coming topics including, among others, AI, data analytics, technology, resource and sustainability
- Areas that are relevant to the future work of actuaries in the region

Resourcing the content

The initial Conference committee meetings will be to review, discuss and explore initial programme ideas.

KPIs will focus on the event content and schedule and attendance

- Breadth and depth of content:
 - Breadth: The coverage of the topics identified
 - Depth: Being the balance between novice and expert sessions.
- Delegates sign up / attendance and feedback.