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# FERMA FORUM

FEDERATION OF EUROPEAN RISK

MANAGEMENT ASSOCIATIONS

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CASE 02

## ABOUT FERMA

In today's competitive business environment, Risk Management—defined as 'managing the threats and opportunities to our businesses within acceptable risk tolerances'—plays a vital role in the success of all businesses.

Risk managers bring their professional expertise to this discipline and to corporate governance. Increasingly throughout Europe, organisations employ risk managers, whose function embraces risk identification and mapping, risk control, and risk financing, including insurance.

In many countries across Europe and beyond, National Risk Management Associations are well established. Their members are risk and insurance professionals responsible for risk management in their organisation, whether in the public or private sector. FERMA provides the means of coordinating risk management and optimising the effect of these Associations within the European continent

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## EVENT CONTEXT

Every two years, FERMA holds its well-established Risk Management Forum, always located in a different country with the support of the local member association. It also organises specific seminars and surveys.

## WHO IS ORGANISING THE CHANGE?

The group needing to design behaviour change is the FERMA Forum committee consisting of volunteer leaders of the federation together with a local organising committee of the hosting country that reports to the Board of Directors of FERMA.

## WHAT WAS THE CHALLENGE?

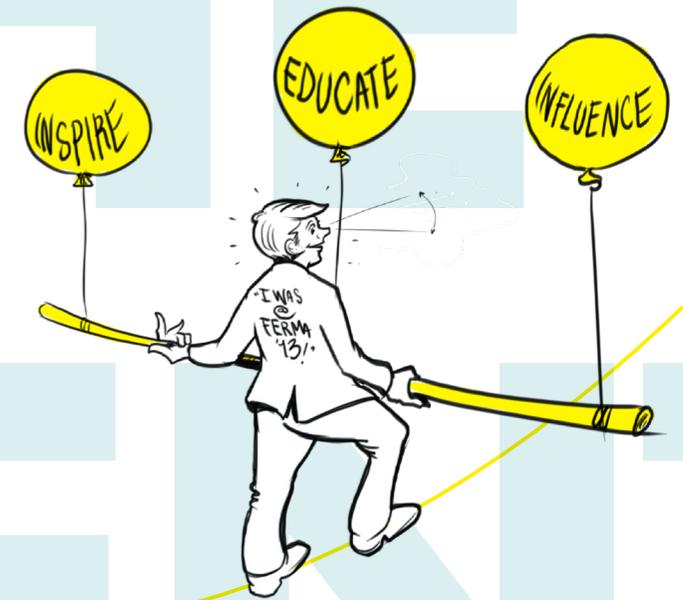
The bi-annual Risk Management Forum is a major European conference designed by risk managers to give all risk managers the opportunity to meet their European counterparts and international and local consultants or service providers. It allows them to exchange knowledge on how they can help and influence business decisions to ensure good management standards, and how to integrate them into the business processes of their organisations.

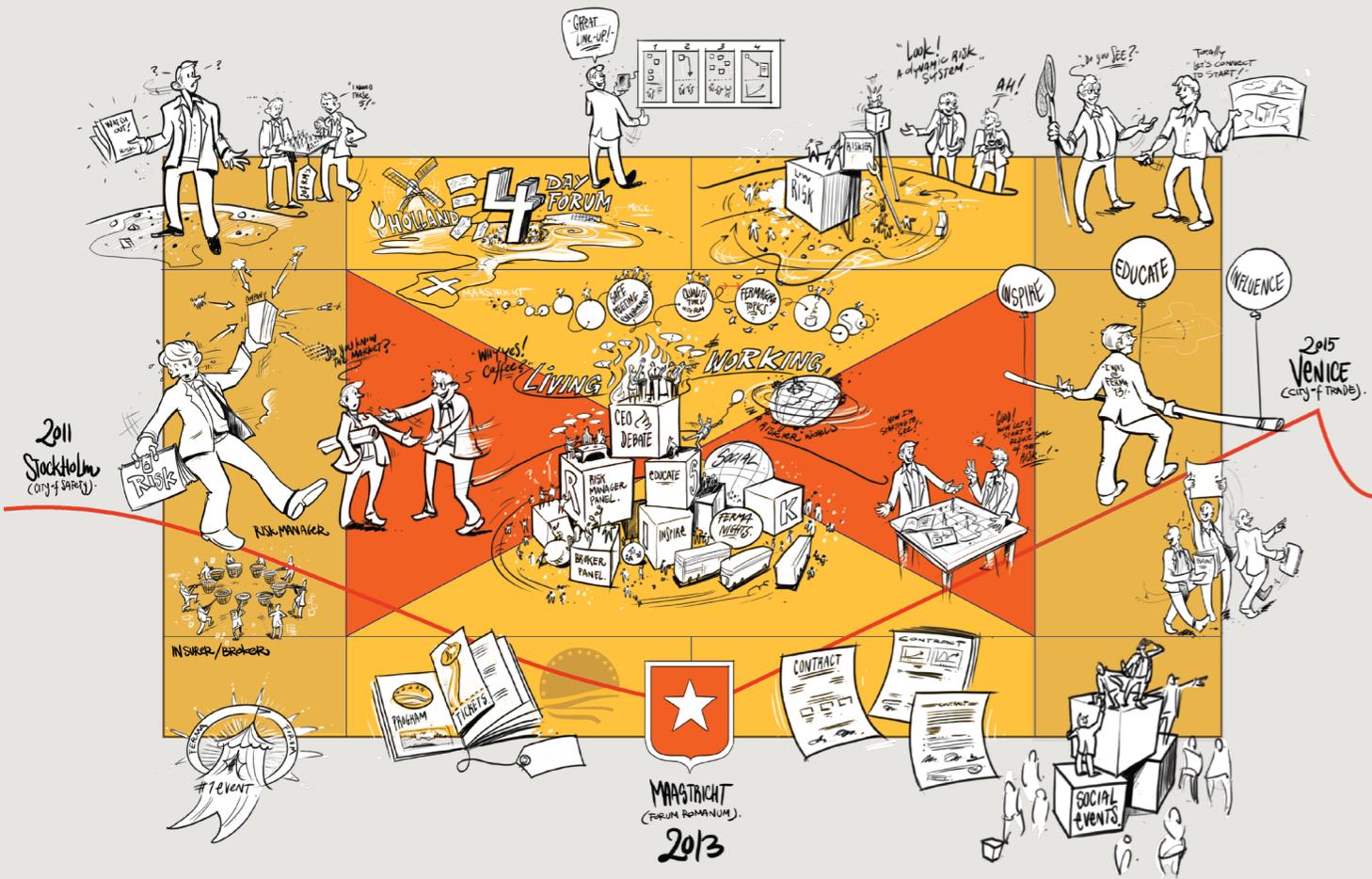
## WHO ARE THE MAIN STAKEHOLDERS?

The FERMA Forum is designed for two key Stakeholders: 1. risk managers, and 2. insurers and brokers. Both are members of a National Association of Risk Management, which is in turn a member of the Federation of European Risk Management Associations.

## THE EVENT DELTA

Living and working in a riskier world. Risk managers are the core Stakeholders who are on the demand side of identifying and mitigating risk for their organisations. They enter the event with a need to connect to other risk managers who are in the same role in other organisations. Together they learn about the latest developments in the field. They exit the event inspired to address challenging situations because of the enhanced network of contacts from the Forum. They are more confident having been educated about the latest risk patterns and trends, and are ready to influence others in their organisations about risk management. The insurers and brokers exit the event with a new set of enhanced relationships. They have been able to connect on a social level away from the negotiations table and are primed with opportunities to provide insurance and coverage for risk with their new and enhanced risk manager contacts.





## EVENT NARRATIVE

The risk manager lives and works in a risky world, always on the edge. He is balancing each risk and seeks backup for those risks. His jobs to be done are to educate himself and to network and share with peers, brokers, and insurers. He leaves the FERMA Forum connected to a community of other like-minded risk managers well balanced with new knowledge, fresh insight, and new and broader networks so that his risk are managed in a much more balanced way.

His pains are being alone in a corporate environment working on risk. His gains are discovering that others have a similar role in other companies doing exactly the same thing and the possibility of reaching out to them and getting in touch with insurers and brokers to mitigate risks.

His expectations are that the FERMA Forum is a quintessential event in the field.

Satisfaction is to have had a great experience—time well spent in a friendly environment with all the key players in the market represented. The cost is the registration fee; there is no direct revenue.

The commitment is 4 days out of office and a weekend away from family. The return is to have an up-to-date and broader understanding of risk management and of the consistently changing dynamic environment.

The insurer is there to cover the risk manager's risks she wants to mitigate, to carefully tailor a product around each case. Her jobs to be done are to interact with the risk manager, manage accounts, calculate risks, and offer solutions. She leaves the FERMA Forum with new prospects and ideas on how to follow up with existing clients.

The insurer's pains are to meet as many prospect risk managers as possible. At the FERMA forum, the insurer can have a pied-à-terre to interact with the Risk managers in a friendly environment. His expectation is to be able to meet the risk managers in a friendly environment. The insurer is represented by his CEO in the insurer CEO debate, and high level contacts are established with key clients in the one-on-one meetings in private meeting rooms onsite or in VIP lounges/buses. This is the place to meet the top people in the risk management arena, and time is well spent away from the claims and pitch environments outside of the Forum. The insurers are significant contributors to the FERMA Forum financially and have extensive evening social functions to entertain their key audiences. Their commitment is 4 days out of the office and preparation time to get the appointments lined up. The return is a very efficient set of high-level meetings all in one place during the 4 days—a place for friendly encounters and renewed strategic business relationships.

## THE DESIGN PROCESS

FERMA Forum takes place once every two years and is a significant contributor to the bottom line of the organisation. It's success has a big impact on the federation. In this edition, the organisation chose to analyse the 2013 edition carefully in order to better understand where the success of the event comes from in order to identify critical key design components.

## THE BRAIDING POINT

The event was audited by 3 event design specialists from 2 different generations who each individually mapped out their participation in the Ferma Forum on an event canvas. They visited the event anonymously and documented the experience journey and the instructional design using photography, video, analysis of social media and interviews onsite. The views were consolidated and reported back with specific recommendations to the FERMA board for subsequent editions.

## NEXT?

The event was documented in an Event Canvas and used to brief subsequent editions of the event on the mechanics and critical success factors of this edition of the event.



## PIERRE SONIGO

SECRETARY GENERAL, FERMA (FEDERATION OF EUROPEAN RISK MANAGEMENT ASSOCIATIONS)

‘The Event Canvas will relieve pains in organizing our congress because it gives us a process and a common language for understanding. Everyone involved can then go in the same direction with the canvas as the roadmap to keep us on track. I really believe this is going to help us a lot!’