

Journal

YOUR SOURCE FOR PROFESSIONAL LIABILITY EDUCATION AND NETWORKING

PLUS Journal Reprint

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The mission of the Professional Liability Underwriting Society is to be the global community for the professional liability insurance industry by providing essential knowledge, thought leadership and career development opportunities.

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Robbie Thompson
PLUS executive director

BUILDING MOMENTUM

with Robbie Thompson

Accessibility, Involvement & Value

It seems like every time I sit down to write this column there are new things happening with PLUS. PLUS clearly is *Building Momentum*. So now I am sure you are asking yourself what are those new things and how is PLUS *Building Momentum*? Well I'm glad you asked. Let me highlight just a few of items of change.

Annual PLUS Conference



The PLUS Conference will be bigger, better and more inclusive than ever this year as we celebrate our 30th year. One change I would like to highlight is an effort to expand the types of educational sessions being offered. PLUS has a long history of having the industry's most diverse and highest quality panels of any professional liability conference. That history will continue in 2017 with ten dynamic industry panels. However, in addition to panels (and the amazing keynotes), PLUS is building on its Executive Forums

fist offered in 2016. These are conversations intended for industry leaders, by industry leaders, in an intimate setting. They focus on big strategic trends and issues, and tackle key topics important to this changing industry. This year we are also adding a new type of learning opportunity, Spark Sessions. These are brief, fast-paced 20-minute conversations facilitated by an industry expert on a specific unique topic. For example – one Spark Session will focus on who has liability when someone builds a gun with a 3D printer; Another on what happens if baby-boomers go bust; And yet another on liability issues related to changing technology in the construction industry. Having three distinct types of education sessions gives more options to people who learn differently or want different experiences from the PLUS Conference.

Digital Curriculum and Expanded Webinar offerings

PLUS has begun the monumental effort to move its best-in-the-industry curriculum to digital. Eventually all 23 PLUS curriculum modules will be available online. That means it will be available to learn when most convenient for you, on the device of your choice. It also will facilitate ease of test taking and make the education more interactive and easy to navigate. PLUS also recently put out a call to members to be presenters on webinars. PLUS intends to greatly expand its number and variety of offerings through webinars and other

distance education technology. Besides enhancing the overall benefit to members, this gives more opportunities for industry professionals to share their expertise with others.

Digital PLUS Journal



If your reading this your likely reading it on-line or on the new *PLUS Journal* App. PLUS has converted *the Journal* to a fully electronic publication and developed an app to make the Journal be more accessible and allow more value added content. Over time the move to the digital Journal and mobile app will allow *the Journal* to become more interactive, more informative, and be even more current. It also will create additional opportunities for industry experts to share their knowledge and provide additional content.

Expanded Volunteer Opportunities

In 2016, PLUS had four operational task forces that researched, discussed and recommended changes on various PLUS operations. In particular they looked at PLUS' website, publications, and

webinar offerings. Many of the suggestions of those task forces have been, or are in the process of being, implemented. This year PLUS formed two additional task forces to look at its Cyber and Management & Professional Liability Symposia. These task forces are charged with providing recommendations to ensure that PLUS continues to be an industry leader in events and education in these two areas. This is a continued effort to provide additional opportunities to tap into the incredibly smart minds of the members of PLUS and have them help shape the future of your association.

PLUS Blog

The number of daily subscribers to the *PLUS Blog* continues to grow, as does the number of visitors to the page. Last year there were over 180,000 views of the PLUS Blog. This year we expect that number to exceed 200,000. The PLUS Blog is becoming the place to find interesting stories, member provided content, and pictures and highlights of PLUS events. Additionally, the number of guest bloggers continues to grow and more opportunities for guest bloggers exist.

If you would like to be a guest blogger or submit content for the digital *PLUS Journal* email Lance Helgerson at lhelgerson@plusweb.org. If you would like to present a webinar or have webinar idea please contact Megan Moore at mmoore@plusweb.org.

All of these changes, as well as others being considered or in the works, are guided by a desire to provide greater access to PLUS and PLUS offerings; to expand the ways members can be involved and develop their career through PLUS; and to build on the already outstanding value PLUS provides not only today but in the future as well.