



Meet the Public Relations Advisory Working Group (PRAWG)

Overview

The Public Relations Advisory Working Group (PRAWG) provides oversight to the CAS’s public relations and media relations efforts, helping to fulfill the CAS Strategic Plan. The PRAWG helps position CAS and its members as thought leaders and experts in the insurance industry and beyond; the group also advises on various marketing and public relations opportunities and offers insight into current actuarial topics that may be of interest to the media.

How does the PRAWG support the CAS Strategic Plan?

The CAS Strategic Plan calls for CAS members to be “sought after globally for their insights and ability to apply analytics to solve insurance and risk management problems.” The plan also specifies that CAS members are routinely consulted for their expertise and insights. The PRAWG works to increase visibility of the CAS and CAS members across a wide array of audiences – thereby increasing interest and demand for the actuarial skill set. The working group aims to showcase CAS member expertise to the insurance industry and demonstrate that actuaries have relevant insights on a wide array of topics – not just traditional areas like reserving and pricing, but also emerging topics such as climate risk, cyber risk and more. These goals are accomplished through efforts like securing media opportunities for actuaries, presentations by CAS members on emerging topics at external conferences, and promotion of new and relevant actuarial research.

From the Chairs



“The PRAWG routinely scans the insurance and risk management market to identify the leading risks and opportunities, such as climate risk, inflation, pandemic, cyber, and legal system abuse. We seek to ensure all aspects of the CAS and its members are focused on these topics and prepared to speak as subject matter experts within and outside the insurance industry.

– Dale Porfilio, Volunteer Chair



“We want everyone in the insurance industry – and beyond! – to know what actuaries do and the valuable skills they bring to the table. Whether it’s an industry speaking opportunity or an interview with the press, the PRAWG offers valuable guidance on how to best position the CAS and its members to ensure actuaries are showcased front and center.

– Kate Niswander, Staff Chair

Who is the PRAWG?

The PRAWG reports to the Marketing & Communications Advisory Council.



Dale Porfilio, Volunteer Chairperson

- Louis-Philippe Caron
- Jonathan Charak
- Kimberly Guerriero
- Jennifer Levine
- Claudine Modlin

Kate Niswander, Director of Marketing and Communications

Mike Boa, Chief Communications Officer

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