

# THE BRITISH INSURANCE AWARDS 2010

RISE TO THE CHALLENGE

ROYAL ALBERT HALL  
7 JULY 2010



THE BRITISH  
INSURANCE  
AWARDS  
2010

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An  incisivemedia event

# Royal Albert Hall, 7 July 2010

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The BIA is the culmination of a long process in which many parts come together to make the whole.

It is based on a partnership between the judges, the magazines involved, the sponsors and the organisers.

The awards showcase top class performance and innovation, they reward achievement and they raise standards. They are the awards to win. Winning a British Insurance Award sets firms apart from their competitors and is a tangible demonstration to their customers that they

have something special to offer them. The BIA logo is widely recognised as a sign of genuine achievement and winners and finalists have used the BIA logo on their marketing materials, corporate website and stationery, as well as on promotional gifts, communications, recruitment drives and at events and conferences.

If you believe you have something to be proud of, then you should be entering the 2010 British Insurance Awards.

**Remember, if you don't enter, you can't win!**

## Judging Panel

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Chair: **Rick Hudson**, past president, Chartered Insurance Institute

**Andy Baldwin**, managing partner - accounts, industries & business development, Ernst & Young

**Barbara Bradshaw**, chief executive, Institute of Insurance Brokers

**Jack Brownhill**, director, World Motor Insurance Consultancy

**Lucian Camp**, chairman & executive creative director, Tangible-Financial

**Eric Galbraith**, chief executive, British Insurance Brokers' Association

**Anthony Gould**, group editor in chief, Incisive Media

**Paul Howard**, chair, Association of Insurance & Risk Managers

**Olly Laughton-Scott**, managing partner, IMAS Corporate Advisors

**Peter Le Beau**, managing director, Le Beau Visage Consultancy

**Sean McGovern**, director & general counsel, Lloyd's of London

**Donald Martin**, director, Chandler Gilmour Associates

**Prof. Chris Parsons** PhD FCII, professor in insurance, Cass Business School

**Dr Sandy Scott**, chief executive, Chartered Insurance Institute

**Martin Shaw**, chief executive, Association of Financial Mutuals

**David Slade**, chairman, Perkins Slade

**Nick Starling**, director of general insurance & health, Association of British Insurers

**Jonathan Swift**, editor, Post

**Andrew Tjaardstra**, editor, Professional Broking

**Ashton West**, chief executive, Motor Insurers' Bureau

**Gerald Williams**, director, Fitzgerald Consulting

**Mark Winlow**, partner, KPMG

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## Sponsorship

For further sponsorship opportunities please contact Rob Richardson:

Tel: 020 7316 9800

Email: [rob.richardson@incisivemedia.com](mailto:rob.richardson@incisivemedia.com)

# Categories and Entry Criteria

## The E-Business Award

This will focus on the effective use of information and communications technology by insurance companies and brokers at the transaction interface with the client, whether that be in a business-to-consumer relationship or a business-to-business relationship. The innovative application of the latest technologies and evidence of success in generating profitable new business will be among the key features. The judges will also be looking for evidence of enhanced customer service.

## The Technology Award

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This award will focus on business and administrative processes. It is open to any firm in the insurance market – insurer, intermediary, service provider – that can demonstrate that the application of new information and communications technology has enhanced the quality, efficiency and cost-effectiveness of its business administration. The judges will be looking for evidence of greater efficiency, better customer service, lower error rates and effective implementation within agreed budgets and timetables.

## Personal Lines Broker of the Year

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Open to all insurance brokers and independent intermediaries. Entrants should demonstrate how they have responded to demands of consumers for products relevant to their needs coupled with top quality service. The entrant might be a large firm offering a broad range of insurances or a specialist intermediary focusing on a niche market. The judges will be assessing product and service innovation in the context of profitable growth. Other key factors will be skills in marketing and staff development.

## Commercial Lines Broker of the Year

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Open to all insurance brokers and independent intermediaries. Entrants should focus on product and service innovation. This could include the development of long term relationships with clients, niche markets and insurers, identifying and effectively addressing special needs in the market or extending the range of added-value support services offered to customers. The judges will expect to see evidence of clear, targeted planning and effective measurement of success within the context of profitable growth.

## Broking Initiative of the Year

Open to an individual, team, department or company trading as an insurance broker or independent intermediary in any sector of the market. A product, service, marketing or educational initiative that has addressed customer needs and had a significant impact on the market and/or the company, no matter how large or small. The judges will be looking for genuine creativity and imagination.

## Reinsurance Broker Initiative of the Year

Open to an individual, team, department or company trading as a reinsurance broker. A product, service, marketing or educational initiative that has addressed customer needs and had a significant impact on the market and/or the company, no matter how large or small. The judges will be looking for genuine creativity and imagination.

## The Risk Management Award

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Open to any risk manager, risk management team, broker or consultant in the private or public sector that has made a significant contribution to the advancement of risk management or can demonstrate the benefits of a risk management programme within an organisation. The application of new techniques, effective identification and reduction of risk and the development of creative risk financing strategies are likely to feature in successful entries.

## Underwriter of the Year

Open to any FSA authorised company or Lloyd's syndicate that has successfully adopted innovative and profitable underwriting strategies in any class, or classes of business, either life or general. This might focus on a particular issue or the overall underwriting strategy. Entries should be underpinned by research into new risks or problems, showing a clear customer orientated approach.

## Claims Initiative of the Year

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Open to any claims department or section of an FSA authorised insurer, Lloyd's syndicate, or firm offering claims handling and management services to the insurance industry, including loss adjusters, assessors and claims management companies. The judges will be looking for quality of service offered to claimants, whether through a routine claims service or following research into particular claims issue(s).

## The Major Loss Award

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Open to the claims departments of insurance companies, Lloyd's syndicates, loss adjusters and all firms engaged in responding to major loss. Entrants should use a case study(s) to demonstrate how they have responded to a major loss, which will be defined as any claim the size and scope of which takes it well beyond the routine. Examples might be single incidents that give rise to a large and complex claim (eg a fire in a chemical plant) or an incident that gives rise to multiple claims in a single location (eg a major flood). The judges will be looking for entries that demonstrate ability to respond to such incidents, utilising the company's own resources and co-ordination of those provided by third party suppliers.

## Fraud Detection and Prevention Initiative of the Year

The winner of this award must be able to demonstrate evidence that the entrant - either an individual, team, unit, company or partnership has made a significant contribution to the detection or prevention of general insurance fraud - either in the UK or internationally - and can demonstrate the results of a specific process or service in countering insurance fraud. Proof of delivery against set targets, the application of new techniques or technology, and the effective identification and reduction of fraud are likely to feature in successful entries.

## Service Provider of the Year

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### Kennedys

Legal advice in black and white

Open to any organisation providing professional, technical, claims or repair services directly to the insurance market or to the supply chain. Entrants must be able to demonstrate they have responded innovatively to the demands of the market and must provide evidence of consistent levels of service and customer satisfaction, whether those customers be in business-to-business or business-to-consumer relationships. Entrants will also need evidence of enhanced business success through their relationship with the insurance market.

## Customer Care Award

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The winning company in this category will have clearly demonstrated an excellent level of customer care backed by clear standards and validated monitoring of performance. In particular, the judges will be looking for proof of the impact of an innovative customer care strategy on retention levels and client satisfaction. Open to any firm operating within the insurance market or offering products or services to the market.

## Marketing Initiative of the Year

The winner of this award must be able to demonstrate - within the context of an overall marketing strategy - how their organisation has used a range of marketing techniques to improve market share, enhance customer loyalty or break into new markets. It will be particularly important to demonstrate the achievement of results against targets. Open to everyone in the insurance industry.

## The Training Award

The winner of this award must be able to demonstrate how their organisation has successfully implemented an internal training programme either across the company or to meet a specific need. The judges will be looking for evidence of the strategic role of the training together with evidence of benchmarking against external standards. Entries should also highlight how the training programme encouraged further progression and contributed to business success.

## Young Achiever of the Year

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Open to anyone working in the insurance industry under 30 on 1.4.2010. This award will go to the person who has made significant strides in their professional development over the past year, clearly demonstrating their contribution to the team or department in which he or she works. Evidence of commitment to pursuing relevant professional qualifications will be required. All nominations must be made or supported by the person's departmental manager.

## Corporate & Social Responsibility Project of the Year

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The judges will be looking for a project that has effectively delivered its corporate and social responsibility objectives. This could be an international, national or local project and should demonstrate a coherent and integrated approach. The judges will be looking for evidence of the delivery of CSR policies in action, and a clear statement of how the CSR project is aligned with the company or organisation's strategic and business goals.

## Life Insurer of the Year

Open to UK authorised companies who will be expected to set out a coherent development strategy, highlighting product innovation, response to customer needs and enhanced quality of service. Successful management of change and proven ability to meet the demands of the market, regulators and government will also feature in the winning entry.

## General Insurer of the Year

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beachcroft

Open to all UK authorised companies. The judges will be looking for a company that can demonstrate a commitment to meeting customer needs and delivering a high quality of service across all its activities as part of a broad strategic vision. This should be coupled with a proven track record of success in terms of innovative and profitable expansion, either in existing, or into new markets.

## The Achievement Award

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This special award will be presented to an individual who has made an outstanding contribution to the success of the insurance industry. Previous winners include Peter Wood, Victor Blake, Sir David Rowland, Allan Bridgewater, David Prosser, Scott Bell, Simon Bolam, Robert Hiscox, Walter Merricks, Lord David Hunt, Patrick Snowball, Gerry Loughney and David Slade.



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# How to Enter

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**ENTER NOW at [www.insuranceawards.com](http://www.insuranceawards.com)**

Closing Date: 5pm Thursday 1 April 2010

All entries for the British Insurance Awards should be submitted online via our secure and protected website. This move is part of an overall strategy by Incisive Media to reduce the amount of paper used.

If you have any problems with online access then please contact Kathleen Harding on 020 7316 9747 or email: [kathleen.harding@incisivemedia.com](mailto:kathleen.harding@incisivemedia.com) for assistance and we will ensure your entry will be processed.

**Category summary:** Each category entered must be a separate entry

- The E-Business Award
- The Technology Award
- Personal Lines Broker of the Year
- Commercial Lines Broker of the Year
- Broking Initiative of the Year
- Reinsurance Broker Initiative of the Year
- The Risk Management Award
- Underwriter of the Year
- Claims Initiative of the Year
- The Major Loss Award
- Fraud Detection and Prevention Initiative of the Year
- Service Provider of the Year
- Customer Care Award
- Marketing Initiative of the Year
- The Training Award
- Young Achiever of the Year
- Corporate and Social Responsibility Project of the Year
- Life Insurer of the Year
- General Insurer of the Year
- The Achievement Award

## Nominate someone

You can also nominate a company, an initiative or an individual for an award.

Just go to [www.insuranceawards.com](http://www.insuranceawards.com).

Once you have made a nomination, Incisive Media will contact the relevant person and invite them to enter.

## Online entry checklist

- A completed entry form **MUST** be attached to ALL entries.
- Please complete your statement of no more than 1,000 words summarising the entry online at [www.insuranceawards.com](http://www.insuranceawards.com)

If you are entering more than one category a separate entry for each is required.

For further information please contact:

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# Advice to Entrants

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## Eligibility

You should read carefully the entry criteria for the categories you are interested in and ensure that you are entering the most appropriate categories. Some are open to any company or organisation in the insurance industry, others are restricted to, say, intermediaries or authorised insurers. There are some categories that are open to individual or departmental nominations as well as corporate entries. If you are entering one of these categories you should make it clear precisely who or what part of the company is being nominated.

You may enter more than one project or programme in a category. Joint entries are permitted and this should be clearly stated on the entry form. However the judges reserve the right to assess if an entry really is a joint effort.

## Covering Statement – and Evidence

Your 1,000 word statement is your entry. It can by all means refer to background material that has been included but remember to keep to a simple formula of statement first, background second. Remember, this statement will be what the judges see, so it must, “tell the story”.

The weakest part of many entries in previous years has been the failure to include clear evidence of achievement or explanation of why the achievement is significant or innovative.

The judges are harsh on entries that do not include a clear statement of objectives and targets supported by evidence that these targets were reached.

Sometimes, for example with training, the targets may be to match externally set standards. If so, these should be stated with an indication of how achievement of those targets has been measured.

In other categories, business growth may be the target: again, this should be clear and the achievement of it demonstrated in measurable terms.

When entering “of the year” categories, the judges are expecting to review projects that have come to fruition (ie.with measurable results) over the previous 12-19 months.

All the information contained in the entries and marked confidential will remain so, and will not be released without the permission of the entrant.

## Supporting Material

The judges like to have relevant supporting material. For instance, if a marketing campaign’s success is being partially judged on the media coverage it achieved, include links to examples of that coverage. Research documents, customer brochures, staff newsletters and training manuals all help demonstrate to the judges in a practical way what the entrant has achieved and should be included where relevant. In previous years, we have viewed them all and intend to do so again. The panel of judges will also review relevant websites so full addresses and access codes should be provided. The most important point to focus on when preparing any background material and supporting evidence is that it is quality and relevance that matter, not quantity.

## Latest Updates

For all the latest information about the British Insurance Awards 2010, visit [www.insuranceawards.com](http://www.insuranceawards.com)

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## Sponsorship

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## Table Booking

To book your table(s) at the awards on 7 July please contact Jen Clarke:

Tel: 020 8755 4441

Email: [britishinsuranceawards@talktalk.net](mailto:britishinsuranceawards@talktalk.net)