

Entry Guide

Website: <https://www.insuranceinsider.com/honours>

Awards entry portal: <https://insuranceinsiderhonours.awardsplatform.com>

Key dates

Open for entries: **5 March**

Entry deadline: **25 April**

Online judging: **9 May – 6 June**

Judging day: **13 June**

Shortlist: **27 June**

Honours ceremony: **4 September**, The Brewery, City of London

Why should I enter the awards?

- The most important and widely recognised benchmark for insurance excellence
- Your products and services will be reviewed by our panel of industry-leading experts
- Celebrate your team and their success in the sector
- Benchmark your work against the best in the business

Who should enter?

- Insurance and reinsurance providers
- Brokers, underwriters and MGAs
- Claims teams and service providers
- PR, marketing and comms teams
- Advisory and consultation providers
- Transactions and deals; projects and innovations

New for 2024

- Campaign of the Year
- Diverse expert judging panel
- Return to the City of London

Insurance Insider Honours 2024 is the essential benchmarking and recognition programme for the insurance industry. Now in our 13th year, we return to the City of London for the awards ceremony in September.

We are continuously updating our criteria and working with key industry players to ensure our categories are contemporary and relevant. Our judging panels are the most diverse we've had in our history, representing a variety of backgrounds and expertise.

Eligibility

- Entries will be accepted from any entity working in the insurance sector serving the London and UK market – entries from European entities will also be considered
- Projects, transactions and initiatives must relate to achievements from April 2023 until April 2024, unless otherwise stated in the category criteria. All evidence supplied must take this into consideration
- Entries concerned with global markets will not be considered. US entities should refer to the *Insurance Insider US Honors*

Criteria

For each nomination you will be required to register some basic details about you and your business, and provide detailed information that explains the following qualities:

Entry form questions

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| 1. Name | • Context – The setting in which the project, business, person or product exists. A brief description of your challenges and opportunities – 200 words |
| 2. Job title | • Strategy – What was the approach? Describe the goals and how you wanted to achieve them – 200 words |
| 3. Organisation | • Innovation – Provide a description of new ideas, methods, technologies or initiatives that were employed to reach that goal – 200 words |
| 4. Organisation(s) under consideration | • Growth – How did you fair against your metrics, what were the results of the project whether they be financial or in other measurable terms? – 200 words |
| 5. Email | • Service – A description of the reaction to your achievements, whether they be customers, stakeholders or colleagues. Providing feedback or testimonial evidence will be useful – 200 words |
| 6. Phone number | • Reason for winning – Your opportunity to tell our judges why you should win in your own words – 500 words |
| 7. Location | |
| 8. Address | |
| 9. Phone number | |
| 10. Other key contacts | |

Complete category list

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| 1. Broker of the Year | 12. Lifetime Achievement |
| 2. Broking Innovation of the Year | 13. M&A Transaction of the Year |
| 3. Campaign of the Year – new for 2024 | 14. MGA of the Year |
| 4. Carrier of the Year | 15. Outstanding Contributor of the Year – Distribution |
| 5. CFO of the Year | 16. Outstanding Contributor of the Year – Risk |
| 6. Claims Service Award | 17. Underwriting Innovation of the Year |
| 7. Diversity & Inclusion Award | 18. Women in Insurance Award |
| 8. ESG Initiative of the Year | 19. Young Broker of the Year |
| 9. Employer of the Year | 20. Young Claims Professional of the Year |
| 10. Operational Innovation of the Year | 21. Young Underwriter of the Year |
| 11. InsurTech Product of the Year | |

Categories

Broker of the Year

This award is open to all regulated insurance and reinsurance intermediaries serving eligible markets. The judges will be looking for a company that can demonstrate continued incremental business expansion and improvement in turnover, margins and profits over the previous 12 months.

Judges will look to see how management and staff have embraced change in the pursuit of these goals, as well as improvement in customer service and retention. The judges will also be interested in evidence of progress in the delivery of these and the broker's stated business goals.

Online entry questions:

- Context: Describe the current health of the business, opportunities and projections for expansion desired by the company.
- Strategy: Describe the strategy that was put into place and how it was realised.
- Innovation: In what ways has the broking house been innovative and/or impactful in the past year?
- Growth: Detail the contributing factors that led to enhanced growth and what said growth was.
- Service: How has the broking house improved client service and retention through the strategy from last year?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as Broker of the Year.

Broking Innovation of the Year

The award recognises a broking innovation within the eligible period of the past year. Judges are looking for evidence that the innovation has broken boundaries in terms of its originality and success in increasing the size and scope of the market. Judges are also seeking examples that brought insurance solutions to satisfy emerging customer demand. For example, perhaps the initiative has challenged a cosy market context or has pushed the limits of insurability, using new thinking to solve old and intractable problems.

The winner will be an attractively designed, well-marketed and successfully executed initiative. Judges will be particularly looking for evidence of successful take-up from the winning entry.

Candidates will be (re)insurance broking teams and a specific innovation

Online entry questions:

- Context: Describe the make-up of the team nominated and what problem(s) were being addressed.
- Strategy: Describe the strategy that was put into place and how it was realised.
- Innovation: What is the innovation? Why is it different from the industry standard?
- Growth: How has this innovation added to the success of the company?
- Service: How has the innovation been received? How has this changed the outcomes for your key stakeholders?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as Broking Initiative of the Year.

Campaign of the Year – new for 2024

This award recognises the vital importance of marketing, comms and PR to our industry this award aims to highlight fantastic campaigns and communications initiatives. Winners will be a combination of the agency or team alongside the brand or product. Judges will be looking for qualitative evidence such as coverage, impact and recognition as well as quantitative examples like conversations, leads, feedback and statistics on the campaign's success.

Campaigns that could be considered include product launches, rebranding, M&A, ESG initiatives, customer success stories or any other. Any part of the insurance ecosystem could be considered whether in broking, underwriting or claims; but also providers of solutions for example, tech or analytics.

We encourage in-house teams and agencies to put in joint entries with their stakeholders.

Online entry questions

- Context: Describe the make-up of the team nominated and the vision for the campaign.
- Strategy: Describe the strategy that was put into place and how it was realised.
- Innovation: In what ways has the campaign has been innovative, or different from the norm?
- Growth: How has this campaign added to the success of the product or organisation?
- Service: How has the campaign been received? What affect has this campaign had on the optics, impact, success of the product, company, team or individual?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected for Campaign of the Year.

Carrier of the Year

This award highlights (re)insurance companies that provided an outstanding service to the (re)insurance market in the past year, standing strong for their clients in what has been a challenging period for underwriters.

The winner will be a company or a team which has demonstrated an ongoing commitment to the sector through consistent high-quality management and entrepreneurialism coupled with outstanding underwriting performance.

Online entry questions:

- Context: Describe the carrier, markets, and health of the business.
- Strategy: Describe the business strategy and how it supported clients in the last year. What contributing factors have led to this nomination?
- Innovation: In what ways has the company and/or team been innovating and demonstrating entrepreneurship?
- Growth: Detail the financial results for the past three years.
- Service: How has the company and/or team leadership differentiated itself from competitors and provided outstanding outcomes for customers?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as Carrier of the Year.

CFO of the Year

The winner of the Chief Financial Officer (CFO) of the Year category will exemplify outstanding leadership in business.

They will be the driving force behind growth have demonstrably contributed to positive financial results in 2023 - 2024. They will have increased shareholder value where applicable, carried out their role with sound management and proven corporate governance, together with intangible qualities such as integrity and vision. They may also have been involved in some form of corporate innovation.

This category is selected by our editorial team and cannot be entered. However, if you wish to make a suggestion that fits the description above, please use the form.

Claims Service Award

This large loss award is open to the claims departments of risk carriers, brokers, loss adjusters and all organisations that have been involved in the reaction and response to major losses and claims events occurring in the eligibility period; 2023-2024. These could be a manmade loss that gives rise to a large and complex claim, or a natural catastrophe that gives rise to a series of claims.

Judges will be looking for entries that demonstrate an ability to rise to the extraordinary challenge of such incidents, including the best deployment of the organisation's in-house resources as well as the ability to co-ordinate and organise third party suppliers to the benefit of all parties.

Online entry questions:

- Context: Describe the type of loss and provide context to the situation.
- Strategy: Describe the strategy toward the loss response that was put into place and how it addressed the situation, including quantum.
- Innovation: In what way(s) was the loss response innovative?
- Growth: Demonstrate financial management, cost saving and efficiency
- Service: How did the company work to ensure that all parties were satisfied?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected for the Claims Service Award.

Diversity & Inclusion Award

This award is open to all insurance and reinsurance intermediaries, risk carriers, agents and investors working in (re)insurance markets, as well as the trade bodies, organisations, associations and clubs that serve them.

The focus should be on programmes, events and other activities designed to promote and further inclusion and diversity. This category shall include but not be limited to actively improving the opportunities and advancement of inclusivity and socio-economic diversity of (re)insurance market carried out in the year to 1 May 2024.

Judges will be particularly interested in proof of the efficacy of the initiative(s), the wider positive impact across the marketplace as well as the level of innovation, creativity and originality of entries.

Winners will be programmes, initiatives with real on-going results which speak to colleagues and customers across a spectrum of underrepresented characteristics in the insurance market.

Online entry questions:

- Context: Describe the background to and what prompted the initiative/programme being put forward.
- Strategy: Describe the initiative/programme and contributing factors for this nomination.
- Innovation: Describe how this initiative/programme has addressed the underlying concern in an innovative fashion.
- Growth: Provide measurable evidence of success of this initiative/programme, which are supported by testimonials and qualitative endorsements of progress.
- Service: Has this initiative/programme worked outside of the company in the wider market?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected for the Diversity & Inclusion Award.

Employer of the Year

In a post-pandemic world, colleagues and companies have fast evolving expectations on work-life balance. More than ever before, business needs to progress ideas about where and when people work. This is a trend which accelerated in the last two years but has been a consideration for employers and their workers alike for some-time.

The Employer of the Year will need to demonstrate a wide range of capabilities for a genuinely satisfied workforce to ensure they recruit and retain the best.

- A clear cultural strategy which encompasses inclusion, well-being, occupational health and freedom to speak up.
- Specific considerations are needed to ensure that maternity, paternity, childcare, and homelife are managed alongside the pressures of work.
- Employers must innovate to ensure their intake is more representative of the society they serve through training programmes, outreach to educational establishments and HR policies that ensure fair recruitment practice.
- Benefits and remuneration are key to equality and retention through programmes which reduce the gender pay-gap for example.
- Equal opportunities for progression and promotion through learning, training and education initiatives.

Online entry questions:

- Context: Describe the initiative that stands out for this award and what prompted the initiative being put forward.
- Strategy: Describe how the company ensures retention of existing colleagues and/or has enhanced the recruitment practice.
- Innovation: Describe how this initiative has addressed the underlying concern(s) in an innovative fashion, as well indicate other initiatives that have been use dot ensure you are an employer of choice.
- Growth: Provide testimonial evidence from colleagues on the efficacy of the initiative(s).
- Service: Describe how the company measures staff satisfaction and how this initiative has impacted it.
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the Employer of the Year.

ESG Initiative of the Year

This award recognises that our market has a part to play in the long-term future of our planet, the success of our businesses and the choices our people make. The winner will be able to demonstrate a programme which sits as part of a wider ESG strategy and could include several different elements such as:

- Investment strategies
- Equal and progressive recruitment practice
- Community outreach and investment
- Supply chain management
- Ethical business practice
- Waste and energy management
- Net zero strategies

Judges are looking for a project programme with demonstrable, realised -- yet ongoing -- results. Evidence of success will be required, and judges will give special consideration to an initiative which sits within a wide ranging corporate ESG strategy.

Online entry questions:

- Context: Describe the initiative that stands out for this award and what prompted the initiative being put forward.
- Strategy: Describe the scope of this initiative, providing the goals, measures, and strategy for success.
- Innovation: Describe how this initiative has addressed the underlying concern(s) in an innovative fashion, as well indicate other initiatives that have been used to ensure you are an employer of choice.
- Growth: What other entities have been engaged to realise the success of this initiative? Provide detailed qualitative and quantitative evidence to support the measure and success of this submission.
- Service: Describe the wider ESG strategy at the organisation and how this influences staff and clientele alike.
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the ESG Initiative of the Year.

Operational Innovation of the Year

This award is open to any organisation able to demonstrate the successful application of radical new initiatives to the (re)insurance market. The focus for candidates should be on demonstrating the successful launch of an entity, product or service that transfers, distributes or administrates (re)insurance risk in more effective, innovative, and revolutionary ways.

Judges will be particularly interested in the level of proposed efficiency and scale of ambition shown by the entry as well as evidence of its acceptance by the investor community and/or successful collaboration with the existing traditional (re)insurance industry. As well as innovation, judges will also be looking for tangible and effective measurement of success within the context of profitable growth. Whilst technological innovations may be given consideration, InsurTech based products should be submitted directly in the Insurtech Product of the Year category.

Online entry questions:

- Context: Describe what led to the development of the nominated initiative.
- Strategy: Outline the new initiative, describe how the launch of it has been received.
- Innovation: Describe how this initiative has addressed the underlying concern(s) in an innovative fashion. What are other contributing factors for this nomination?
- Growth: How has this innovation helped to stimulate growth?
- Service: How has/will this innovation improve efficiency?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the Operational Innovation of the Year.

InsurTech Product of the Year

This award is open to any organisation able to demonstrate the successful application of effective new technologies to the (re)insurance market. It is open to insurance industry incumbents as well as pure InsurTech businesses.

Candidates should focus on demonstrating the successful launch of a product or service that transfers and/or distributes (re)insurance risk in more effective, innovative, and revolutionary ways.

Judges will be particularly interested in the level of originality, efficiency and scale of ambition shown by the entry as well as evidence of its acceptance by the investor community and/or successful collaboration with the existing traditional (re)insurance industry. As well as innovation, judges will also be looking for tangible and effective measurement of success within the context of profitable growth.

Online entry questions:

- Context: Provide background on the challenges and describe the InsurTech product and how it is addressing the problem it was built to assist with.
- Strategy: Outline how the product was built, how was it tested and with whom? Detail the go-to-market approach and the benchmarks to realisation of the strategy.
- Innovation: Describe how this product is innovative in its offering.
- Growth: Detail how this product solution is performing in the market with supporting evidence of testimonial(s) or financial performance.
- Service: Provide details on how this product has improved outcomes for customers within the (re)insurance market.
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the InsurTech Product of the Year.

Lifetime Achievement Award

The editorial tribunal award this honour to a person who they believe has distinguished themselves whilst making the highest contribution to the industry over the course of their working life. The winner is an individual working in – or providing services to – the UK markets through a career that has spanned at least 20 years.

This winner is selected by our editorial team and cannot be entered.

M&A Transaction of the Year

This award is open to buyers and sellers of risk carriers, (re)insurers and intermediaries as well as their advisers. The prize will be awarded to the merger or acquisition the judges think has made the most economic as well as strategic sense in the past 18 months, producing a value adding proposition for both parties.

In addition to the deal economics and rationale, judges will be looking at how cultural issues were dealt with and how well the deal was received by markets and investors, as well as how successfully its execution has progressed post-transaction.

Online entry questions:

- Context: Provide background and context on the deal.
- Strategy: Describe the details of the transaction and its purpose (including date of completion and parties involved)
- Innovation: Describe the innovation in this transaction (funding / ESG requirements / etc)
- Growth: Detail the considerations of this transaction and any other contributing factors.
- Service: Provide details on how the parties ensured smooth integration and how cultural differences were dealt with.
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the M&A Transaction of the Year.

MGA of the Year

This category recognises the increasingly important role MGAs play in our marketplace as homes for entrepreneurial underwriters looking for independence, and as sources of new and diversifying profit streams for the carriers that back them.

Candidates will be managing general agents that have provided an outstanding underwriting service to the (re)insurance market in the past year and have brought product innovation to the markets they serve. The winner will be a company or a team which has demonstrated excellent underwriting performance in the past year, coupled with an ability to bring profitable business opportunities to its carrier backers that they would not otherwise have seen.

Online entry questions:

- Context: Provide background on the MGA including its inception and purpose.
- Strategy: Describe the way this MGA adds value to the market.
- Innovation: Describe example(s) of innovation demonstrated by this MGA.
- Growth: Provide financial evidence of the growth of both the MGA and the carriers that back it.
- Service: Provide details on how the MGA provides service to its clients and any other contributing factors.
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the MGA of the Year.

Outstanding Contributor of the Year: Distribution

The winner of this category is an individual working in the (re)insurance intermediary sector. They will have made an outstanding contribution to the development of this sector over the last year.

This category is not eligible for entry and will be selected by our editorial team.

Outstanding Contributor of the Year: Risk

The winner will be an individual working on the risk-bearing side of the (re)insurance market. This is intended to be a broad category that can include carriers and marketplaces, risk-bearing, venture capital or private equity insurance funds, as well as those working in the regulation and governance of the same. Through their strong leadership, this person will have made an outstanding contribution to the industry over the last year.

This category is not eligible for entry and will be selected by our editorial team.

Underwriting Innovation of the Year

This award honours an underwriting initiative or new product launched in the last two years that has either broken boundaries in terms of innovation and increasing the size and scope of the market, has challenged the market context or has pushed the limit of traditional insurability. Judges may also consider entries from innovative capital structures.

The winner will be an efficiently structured, well priced and successfully executed initiative, with the recipient either the individual(s) or team(s) that designed the product or risk carrying entity or those responsible for backing and spearheading the initiative.

Judges will be particularly looking for evidence of successful take-up and profitable implementation of the initiative.

Candidates will be (re)insurance underwriting teams and/or their managers. Candidates may be working at a (re)insurance risk carrier or at an underwriting agency.

Online entry questions:

- Context: Describe the carrier and specific the team involved in the initiative.
- Strategy: Describe the scope of this initiative, providing the goals, measures, and strategy for success.
- Innovation: Describe how this initiative has addressed the underlying concern(s) in an innovative fashion, as well describe how this initiative has challenged traditional approaches.
- Growth: Provide financial evidence for the success of this initiative.
- Service: Describe the effect this initiative has had on the provision of service to clients and any other contributing factors for its nomination.
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the Underwriting Initiative of the Year.

Women in Insurance Award

This award category is designed to celebrate the innovations and developments that the insurance market has been making to grow inclusivity for women. It will be awarded to an organisation which

has put progress, representation, and inclusion at the heart of its agenda. We are looking for the best initiative(s) with demonstrable contribution to the advancement of women within the industry.

The winner of this award will have developed a range of initiatives which could include career development, gender diversity recruitment campaigns, work-life balance.

Judges will be looking for impact and influence not just on the business, but on the partners and in the wider market.

Winners will be specific initiatives and/or organisations rather than individuals. If there are leading women spearheading initiatives, judges will take this into consideration as an organisational representative.

Online entry questions:

- Context: Describe the background behind the initiative and why it was put forward.
- Strategy: Describe the scope of this initiative, providing the goals, measures, and strategy for success and how it has championed women in the insurance industry.
- Innovation: Describe how this initiative has addressed the underlying concern(s) in an innovative fashion.
- Growth: Provide evidence, testimonial or financial, that shows the impact that the initiative has had for women in your company.
- Service: Describe how this initiative has worked to influence the wider industry.
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the Women in Insurance Award.

Young Broker of the Year

Candidates will be an individual aged 35 or under on 31 December 2024, and working in the broking sector.

The winner will have already made a significant contribution to the industry, clearly demonstrating a solid input into the future development of (re)insurance distribution. Candidates' entries must be supported by their department manager.

Online entry questions:

- Context: Provide background on the nominee; including their name, date of birth.
- Strategy: Describe how the nominee has contributed to the broking industry and its future development.
- Innovation: Describe how the nominee has demonstrated drive and innovation in the broking sphere.
- Growth: Outline how the individual has progressed throughout their career through training and development, personal achievement and support for their colleagues
- Service: How has the individual driven excellence for customers and internal stakeholders?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the Young Broker of the Year. Provide a supporting statement from the nominee's manager.

Young Claims Professional of the Year

Candidates will be individuals working in the sector who are employed in the claims departments of intermediaries or carriers, and aged 35 or under on 31 December 2024.

The winner of this category will have already made a significant contribution to the industry for the improvement in the speed and quality of claims service and the enhancement of the reputation of the sector. The successful candidate will clearly demonstrate drive, innovation and evidence of their positive input into the future development of (re)insurance claims management. Candidates' entries must be supported by their departmental manager.

Online entry questions:

- Context: Provide background on the nominee; including their name, date of birth.
- Strategy: Describe how the nominee has contributed to the claims industry and its future development.
- Innovation: Describe how the nominee has demonstrated drive and innovation in the claims sphere.
- Growth: Outline how the individual has progressed throughout their career through training and development, personal achievement and support for their colleagues.
- Service: How has the individual driven excellence for customers and internal stakeholders?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the Young Claims Professional of the Year. Provide a supporting statement from the nominee's manager.

Young Underwriter of the Year

Candidates will be an individual employed as an underwriter aged 35 or under on 31 December 2024 who works in the sector.

The winner will have already made a significant contribution to the industry and will be on a clear path to an important career in a leadership position. Candidates' entries must be supported by their department manager.

Online entry questions:

- Context: Provide background on the nominee; including their name, date of birth.
- Strategy: Describe how the nominee has contributed to the underwriting industry and its future development – including demonstrations of technical expertise.
- Innovation: Describe how the nominee has demonstrated drive and innovation in the underwriting sphere.
- Growth: Outline how the individual has progressed throughout their career through training and development, personal achievement and support for their colleagues.
- Service: How has the individual driven excellence for customers and internal stakeholders?
- Reason for Winning: Explain in 500 words or less the key feature(s) and reason(s) for this nomination to be selected as the Young Broker of the Year. Provide a supporting statement from the nominee's manager.

Good luck with your entry! If you need any further assistance with your submission, please contact:

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