



Welcome to our 18th e-bulletin, which includes all the latest Protection Review news and views.

New website content

There's a whole load of new things on the website, including:

- A new poll question about ADW and ADL definitions
- An exclusive interview with Marius Barnard
- Tom Baigrie's 5QI interview – apparently his first car cost just £400
- New blogs from Nick Homer and Neil Sharp
- A full list of this year's book contents plus the latest edition of our e-Protection Review publication
- And... you can see all the photos from this year's conference and dinner (events section)
- www.protectionreview.co.uk

Social media revolution

- Talking of online content, many of you asked for the link to the social media YouTube clip we showed at this year's conference, which is http://www.youtube.com/watch?v=3SuNx0UrnEo&feature=player_embedded
- For those who haven't seen it this is an excellent two minute clip about the growing influence of sites such as Facebook, Twitter and Linked-in

New syndicate research

- The opportunity now exists to be part of an innovative and extremely cost-effective new research initiative which has been created by the Protection Review in combination with Hannover Life Re (UK)
- The Syndicate will commission two waves of omnibus consumer research, which will be carried out by ICM. The first two subjects are Gender and Lifestyle, and the research will be carried out in September 2011, with both topics revisited in a follow up research wave in 2012
- By taking part in this initiative you will receive top line results, the opportunity to add your own unique question (to which only you will receive data tables), a detailed research report each year providing further insights, plus an invitation to the research symposium even in January 2012 where we will synthesise all Protection Review research conducted in the previous year and look at the prospects for the Protection industry in the forthcoming year
- The syndicate is being finalised this month, please contact us asap for further details as numbers are limited

Independent training update

- A number of 'in-house' training sessions are already taking place and we will soon be announcing the dates for the first 'open' sessions, which will take place in September and October

All the latest Protection Review news can be found at www.protectionreview.co.uk

All the best,
Kevin, Peter & Andy