

Protection Review e-bulletin
No.7 – July 2010

Welcome to our 7th e-bulletin, which includes all the latest Protection Review news and links including last week's award winners.

Conference & dinner

Last week's conference and dinner was our most successful to date. Thank you to all our sponsors and everyone who attended for making it such a great day. Here are just a few of the comments we've had so far:

- "I've just started writing up my notes and it's very clear that I've come away from the event with several good ideas that will drive our protection business forward."
Michael Aldridge, Sales Director, London & Country
- "The Protection Review conference and dinner is becoming *the* protection event of the year."
Michael Ward, Ex-Managing Director, Direct Life & Pensions
- "Pertinent, irreverent, straight talking, intelligent... everything you want from a day out of the office and usually don't get. I hope it acts as a rallying call for what will be a critical two years."
Nigel Cooke, Senior Actuarial Consultant, Grant Thornton UK LLP
- "The Protection Review conference is becoming stronger every year."
Steve Griffiths, Protection Actuarial and Product Director, Legal & General

The slides from this year's conference are now available on the website. See below for details of how to register.

2010 Consumer research highlights, in association with Hannover Life Re (UK):

- 26% of people fear the NHS will decline post-election
- People overestimate the amount of cover they hold – just 37% feel their protection cover is insufficient
- Lower socio-economic groups still have the greatest interest in protecting their family and lifestyle (Socio economic groups DE had the highest percentage for considering CI a financial priority at 19%)

- 31% of people with mortgages hadn't thought about buying life cover
- Younger generations are worried about funding parents' long term care (27%)
- Overall levels of trust are not diminishing (76% expressed a level of trust, 3% higher than last year)
- 34% feel they could not survive financially for longer than four months

2010 Industry research highlights, in association with the Personal Finance Society and Fineos:

- 52% said RDR will result in more advisers specialising in protection
- Significant increase in respondents focused totally on protection (up from 0.8% in 2009 to 5.9%)
- 37.5% of those surveyed expected to write more protection in the next 12 months
- Advisers are divided on the impact of technology but around a third have significant expectations of it
- Better and faster service (82%) matters more than marketing support (60%) and technical training (52%)
- Price (46%) narrowly beats good adviser communication (39%) and innovation in design (32%) as the key element in a new product

2010 Award Winners

Congratulation to all the award winners, as follows:

- **Innovation Award** in association with Gen Re
WINNER: **Exeter Friendly**
- **Online user experience effectiveness award** in association with Space01
WINNER: **Bupa**
- **Individual Protection Adviser of the Year** in association with PruProtect
WINNER: **Roy McLoughlin, Master Adviser**
- **Organisation of the Year** in association with RGA
WINNER: **GRiD (Katharine Moxham)**
- **Protection Journalist of the Year** in association with Fortis Life
WINNER: **Madeleine Davies**
- **Underwriter of the Year** in association with Risk Assured

WINNER: **Zurich**

- **Protection Intermediary of the Year** in association with PruProtect

WINNER: **Direct Life & Pensions Services**

- **Personality of the Year** in association with Exeter Friendly

WINNER: **Neil McCarthy, Direct Life & Pension Services**

- **Outstanding Contribution to Protection Journalism** in association with Friends Provident

WINNER: **Jeff Prestridge, Mail on Sunday**

- **Lifetime Achievement Award** in association with Swiss Re

WINNER: **John Joseph, John Joseph Financial Services**

For more information on this year's winners order your copy of the Protection Review book by contacting us.

Latest online content – new blogs

- **Matthew Clark**, CEO of TCP LifeSystems wonders when will we exploit the maturity of today's IT capabilities
- **Gerry Warner**, Protection Development Manager, Zurich UK Life suggests that the time is ripe for reminding customers of the need for Protection
- **Neil Sharp**, Director at Insight Now, discusses the use of new technologies in providing feedback to improve the customer experience
- See <http://www.protectionreview.co.uk/pages/blogs> to read the blogs

Online access

- To gain full access to all of our online content please register on our forum page www.protectionreview.co.uk/forum
- By registering you will be able to participate in all forum discussions and as well as accessing other content including e-Protection review online
- Where possible please use 'firstname.surname' as the format for your username and contact Joanne Miller at jolebeau65@hotmail.com with any questions

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

All the best,
Kevin, Peter & Andy