



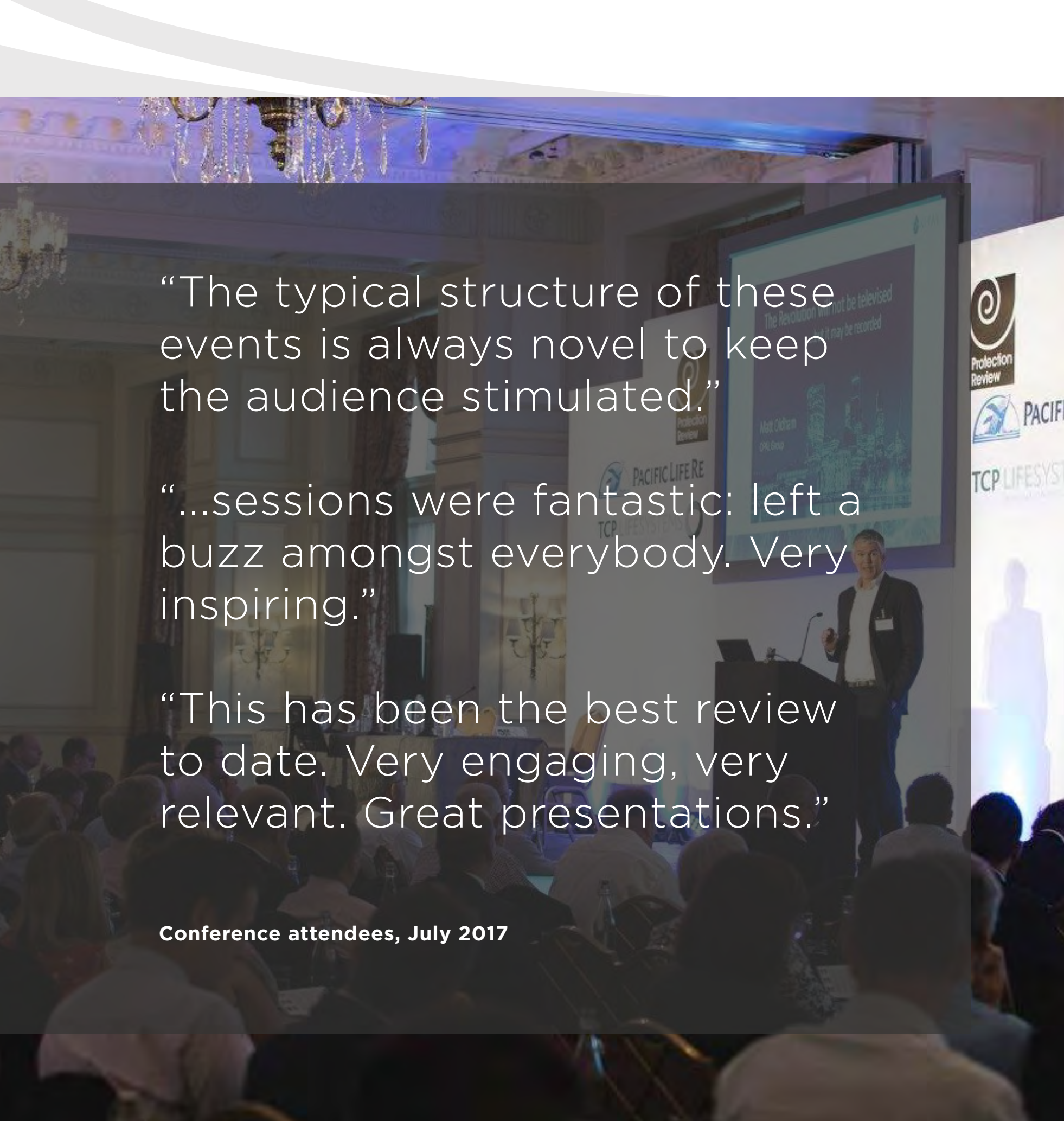
# Protection Review



# Partners' Pack

2018





“The typical structure of these events is always novel to keep the audience stimulated.”

“...sessions were fantastic: left a buzz amongst everybody. Very inspiring.”

“This has been the best review to date. Very engaging, very relevant. Great presentations.”

**Conference attendees, July 2017**

## 5 Reasons to partner with Protection Review

1. Go to our conference, which has become the industry's 'must attend' event for advisers, business leaders, distributors and decision makers.
2. Network with over 250-300 senior people from across the industry at the annual conference, of which c100 are from adviser/distributor firms or networks.
3. Socialise with 400 senior people attending the awards dinner, which regularly sells out in advance each year.
4. Benefit from our events, which are packed with expert industry knowledge, ideas, opinions and insight.
5. Meet our team, which has over 100 years senior experience across all areas of the UK protection market.





## What is more...

The format of our conference is different.

No 30 minute 'product push' presentations or advertorials. We're happy to leave that to other events.

Instead, you'll hear a number of short presentations from informed speakers followed by an interactive panel debate.

The day combines independent thought leadership and positive ideas that move your business forward and benefit customers.

***Consistent feedback from across the distributor community suggests this fast moving and positive approach is significantly better received.***

Click here to find out more about the events and the opportunities that they provide:

[www.protectionreview.co.uk/insights/partnership-opportunities-video-2018](http://www.protectionreview.co.uk/insights/partnership-opportunities-video-2018)





## Partnering opportunities

- Conference sponsor
- Awards sponsor
- Drinks reception
- Speaking opportunities
- Topical website
- Stands
- Conference programme
- Demo slots
- Research
- Big Read (The Book)
- The Syndicate
- Training
- Product Reviews
- Email bulletins
- Managed social media programme
- Podcasts
- Consultancy
- Honorary sponsorship
- Summits

*Or any combination of the above...*





## Conference 12 July 2018

The annual Protection Review conference is attended by 250-300 people including advisers, insurers, reinsurers, distributor firms, consultants, brokers, technology firms and the media.

Around 100 are advisers/distributors from across the UK market.

As well as providing thought provoking and relevant content, the event is a great place to network with people from right across the industry.





The annual awards dinner features our awards and takes place on the same day as the conference. 400 people from across the industry attend this prestigious event.

## Awards Dinner 12 July 2018

Award categories:

- Innovation
- Individual Protection Adviser of the Year
- Health Insurance Adviser of the Year
- Protection Journalist of the Year
- Underwriter of the Year
- Protection Intermediary of the Year
- Organisation of the Year
- Personality of the Year
- Outstanding Contribution to Protection Journalism
- Lifetime Achievement
- Life & Health Claims Award
- Best New Product of the Year
- Young Achiever Award

Full list TBC



# Partnership Opportunities

Protection Review works with a range of partners across the industry and we are grateful for their support. Our events, website and more provide a number of sponsorship possibilities and a unique opportunity to increase your brand recognition and senior contacts across the market.





### **Conference sponsor**

One of our most high-profile sponsorship packages. Conference sponsor branding features on the stage at the event, on the conference programme and on the website. Optionally you can include a conference stand in the breakout room and a table at the dinner for ten people. Speaking opportunities may also be available.

### **Awards sponsor**

Award sponsors present the award on stage and receive appropriate branding throughout the process and on the night itself – including website, bulletin, dinner programme, on stage and on the award. This package includes a table of ten at the dinner and two conference places during the day. Speaking opportunities may also be available.

### **Drinks reception**

Attended by 400 people, sponsorship of the drinks reception, held on the stunning Mezzanine level of the London Landmark Hotel, lets you get your brand in front of all of the dinner guests, including branded merchandise and display signage.





### **Speaking opportunities**

Each year we feature leading speakers including distributors, industry bodies, technology firms, ombudsmen, underwriters and one or two from outside the industry. For this reason only some of our speaker slots can go to sponsors – however, if you would like to speak at the event please contact us as soon as possible.

### **Website**

Thousands of people from the UK protection insurance industry and across the globe read our website and email bulletins regularly. Content includes product reviews, blogs, research, industry polls, interviews and more. It's dynamic, focused, practical and relevant. This sponsorship package allows you to add your logo to the website, and other Protection Review communications, and to include a number of blogs on our site each year.

### **Conference stands**

One of our most popular sponsorship options, the Landmark provides ample opportunity for organisations to showcase their brand to key decision makers in the industry. Stands are displayed in the large break out room where coffee breaks and lunch are held providing lots of opportunities for networking with delegates.





### **Demo slots**

Brief (five minute) demo slots on the conference main stage highlight any new developments.

### **Big Read**

The old Protection Review Book is now the online Big Read. Updated regularly, it features a wide range of interviews, thought pieces, statistics and analysis on the UK and global protection markets.

### **Conference programme**

The programme sponsor's logo features on the front cover of the programme, which is seen by every conference and dinner attendee.

### **Social media**

Roger and Kevin have extensive and award winning social media experience and are able to provide training and guidance as required.





### **The Syndicate**

The Syndicate offers membership to those wanting to be part of a research community that looks at the consumer view of protection, advice and innovation. Membership packages can be tailored to allow members to include their own question and to access the adviser research which is now part of the offering. Track trends and drive industry conversations by being part of The Syndicate. Contact us for further details.

### **Product Reviews**

We review just about every life and health insurance product launched in the UK and our review heritage goes back over 20 years. Our reviews are available on the website. If you would like to reproduce a review for professional use please contact us.

### **Summits**

A complement to the annual conference, these 2 hour sessions focus on the hottest issues in the market. Looking to create change through debate we'll be holding the summits in October, February and May.





### **Round table discussion**

We can arrange and host a range of activities as required including workshops, focus groups and round tables with a range of key industry people, including adviser and distributor firms. We can manage as many aspects of the project as you like including invites, chairing, media, and analysis.

### **Private consultancy**

There are very few areas of the UK and global protection markets where we do not have significant experience and/or contacts.

### **Honorary sponsorship**

We also partner with a number of companies, typically trade bodies, on an honorary basis.





**Note:**

*Some of these areas will already have been secured as many of our partners renew each year. However, each one of our sponsorship packages is unique and tailored with the specific requirements of the partner company in mind. So please get in touch to discuss what your ideal package might look like.*



## Meet the team



Kevin Carr MCIPR joined Protection Review as chief executive in 2010, following a glowing career with PruProtect and LifeSearch (initially starting his career as a mortgage adviser). See [www.carrcandc.co.uk](http://www.carrcandc.co.uk) for more.



Roger Edwards has vast industry experience and previous roles include managing director of Bright Grey and Scottish Provident. He launched Roger Edwards Marketing Ltd in 2013 and helps companies with their marketing strategies, content and social media. See [www.rogeredwards.co.uk](http://www.rogeredwards.co.uk) for more.



Jo Miller previously worked for EY as an operations manager in the Financial Services practice. In addition she worked for an international events organiser as an operations and events manager. She is now Director of Sales and Sponsorship for Protection Review and oversees the operation of the events.



Frances Kearney is responsible for all the administration of the business and, with many years of experience managing major conferences, is responsible for running The Protection Review Conference and Awards Dinner.



Co-chairman Peter Le Beau MBE, FCII, JP, has spent most of his corporate life in reinsurance, having started as a life underwriter. He formed Le Beau Visage in 2001, and co-founded Protection Review in 2003. He was awarded the MBE in the Queen's Birthday Honours in 2009. See [www.lebeauvisage.co.uk](http://www.lebeauvisage.co.uk) for more.



Fellow co-chairman and FCII Andy Couchman's corporate career was spent mainly in product marketing (after also starting as a life underwriter), managing a number of market leading products. He established Bank House Communications Ltd in 1995 and co-founded Protection Review with Peter in 2003. See [www.andycouchman.com](http://www.andycouchman.com) for more.





**Prices available on request.**

We can also arrange bespoke packages to meet pre-determined budgets.

# Contact

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