

JUDGES Q&A



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Q What does excellence in multinational insurance mean to you?

A For me, multinational excellence means a person and/or organisation being able to think and work at two levels to deliver complex insurance protections that match local risks and meet group requirements seamlessly.

Q What key trends or innovations do you expect to see reflected in this year's submissions?

A I expect to see continuing upward premium pressure and/or coverage restrictions alongside greater risk prevention obligations placed on buyers, particularly in risk areas with catastrophic potential e.g. natural disasters, cyber etc. I expect to see debate and focus on AI's predictive capabilities for pricing complex risks and an operational focus on gaining efficiency from a wide range of technologies/ insurtech. I would like to see the yawning protection gaps starting to be filled but am not holding my breath on that one!

Q What will you be looking for as you judge entries?

A I shall look for two broad categories of excellence: 1) best-in-class delivery of whatever service the entry is purporting to offer (client testimony is one good guide of this) and/ or 2) an exceptional team shown to have commitment, innovation and to have achieved measurable results in their chosen field.

Q In your experience, what distinguishes a winning insurance submission from the rest?

A Tangible enthusiasm allied with recognised results tends to be what distinguishes the winners.

Q What advice would you give to someone entering the awards?

A If you feel like you have something you want to share with the world then go for it! But take the submission seriously, a poorly considered entry can do more harm than good to a firm's confidence and reputation.

Q What would you say to those who are on the fence about entering this year?

A Don't let impostor syndrome get the better of you! A good guide in such matters is gut feeling: is the time right, do we have something important to say, are we proud of what we have achieved etc