



Global Insurance Awards 2024

JUDGES Q&A



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Q What does excellence in multinational insurance mean to you?

A Excellence in multinational insurance, to me, means consistently delivering comprehensive and tailored coverage solutions to clients operating in multiple countries. It involves understanding and adapting to the unique challenges and regulatory environments that come with multinational operations, while also providing exemplary customer service.

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

A In this year's submissions, I anticipate seeing trends and innovations related to digital transformation, data analytics, and artificial intelligence. With the rapid advancement of technology, these areas have become increasingly important in the insurance industry, helping to streamline processes, gain valuable insights, and enhance overall customer experience.

Q What will you be looking for as you judge entries? In your experience, what distinguishes a winning insurance submission from the rest?

A As I judge entries, I will be looking for a few key factors that often distinguish a winning insurance submission. Firstly, a clear and articulate explanation of how the submission addresses the specific needs and challenges of the target market. Secondly, evidence of innovative ideas or approaches that bring added value to clients or the industry as a whole. Lastly, a strong demonstration of measurable results or positive impact achieved through the submission.

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

A My advice to someone entering the awards would be to thoroughly understand the award categories and criteria. Tailor your submission to align with the specific requirements, focusing on showcasing unique aspects, achievements, or initiatives that set your company apart. Additionally, provide concrete evidence or examples to support your claims, and ensure your submission is concise, compelling, and well-presented.

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

A For those who are on the fence about entering this year, I would say seize the opportunity. Participating in the awards not only allows you to gain recognition and exposure within the industry but also provides a platform to showcase your accomplishments and innovations. It's a chance to celebrate your team's hard work and potentially open doors to new opportunities. Don't hesitate to showcase your success and be part of this exciting event

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Register now and **start your entry today**