



Aviva Club 110 Conference 2018

11 years of Club 110



Conference Facts

- 154 brokers attended
- Our 11th Club 110 Conference
- Continually built around your feedback
- Brokers scored 9.6* on recommending event to others
- Over 1000 broker learning hours achieved
- Over 60 1-2-1's held

* average rating of the event taken from the results of the post event survey issued to all delegates.

Activity 1:

Regional welcome lunches. Hosted in 6 locations by the regional sales and trading teams.



“A much more relaxed start to the event with regional teams off at different restaurants doing feedback sessions”

Broker delegate

Following the success of last years regional based sessions – we brought the conference delegates back together in these teams, this time over lunch to talk in detail about how Aviva can support brokers more in each location.

After reviewing PRISM survey results, financial targets and feedback from last year, the regional groups went on to discuss topics based around product, proposition and service.

Plus, reviewing brokers thoughts on the full 110 benefits package. The conversations were honest and insightful with discussions across each region all following similar themes. They took in everything from training support to continuing to improve the claims speed and service. We’ve taken in all the feedback and have already started the process of reviewing comments to help us understand what more we can do to help you, our brokers.

Main stage:

Delegates heard from the senior team including Karen Jackman, Andy Briggs & Phil Bayles



Karen Jackman

Director of Regional Broking, Strategy & Propositions

Karen Jackman welcomes brokers

Opening the main stage conference, Karen welcomed the club and reflected on the market 11 years ago which predicted “regional broking would die” and her delight to see so many brokers joining us in Prague. Karen reinforced that our commitment to Club 110 has remained the same. 110 stands for giving brokers 110% and it is our promise to remain on your side and by your side, to continue to grow together. Referencing our propositions to support business growth, our Compliance Support & Development Zone (used by 9 out of 10 brokers) the new propositions including Lifestyle, through to Masterclasses and Succession support.

Karen was keen to emphasise that it is your membership and encouraged brokers to keep talking to us to ensure that Club 110 remains relevant and rewarding for you and your business.

Karen summarised by saying, *“Club 110 is at the very heart of our regional broker business. I love all that it stands for, about partnerships and shared goals. Thank you for your support, and a massive thank you for choosing Aviva to be your Insurer partner.”*



Andy Briggs

CEO UK Insurance, Global Life & Health

Andy Briggs shared thoughts on performance and his future predictions

Andy introduced himself and his background before moving on to reviewing the UK performance as part of the wider Aviva Groups. Noting the UK, as the largest of 8 major markets for Aviva are delivering broad based growth and that broker growth is fundamental to the success of our business.

He highlighted confidence in and building our long-term growth prospects via structural growth, expanding capability and Andy also discussed utilising our Aviva advantage. He shared his predictions that the UK market will grow strongly over the next decade and that Aviva have a unique scale position as we are multi-product and multi channel. Andy commented that Aviva is committed to the UK market and will continue to invest in it heavily.

Andy went on to talk about his passion for the industry and finished by talking about the importance of partnerships *“85% of our business is intermediated so I’m delighted to be here and just want to say thank you for what you do, your support is appreciated.”*

“I thought Andy Briggs came across as very genuine and a force for good in an organisation already committed to Broking”

Broker delegate



Phil Bayles

UKI MD Intermediaries

Phil Bayles talked about his views on stability, evolution and growth

Following flight delays Phil was keen to ensure brokers didn’t miss any of earlier conference content so started his session with a quick overview of how keen we are to write more Specialty business & introduced a more recent Aviva recruit, Mark Campbell, Head of Distribution Intermediaries.

Phil then moved on to talk about three key points, stability, evolution and growth. Phil referenced that from an Aviva perspective and from a broker partner perspective, this is a period of great stability to be at Aviva and that we will hopefully all look back on it as a great period of sustained growth as well.

Moving on to discuss competitive strategy, Phil emphasized that it’s about partnerships and trust, Aviva are only interested in working with brokers who share the same values as us. Further adding, size isn’t everything and our strategy is simple. Talking specifically about Club 110 Phil commented *“I love working with the entrepreneurial elements of your business. 8% growth in a flat market in SME is phenomenal growth, market consolidation is helping you, and us, achieve this.”*

To finish Phil covered his views on evolution -how do we do the best better? Talking about his pride in the Aviva Community Fund, the biggest yet and encouraging brokers to enter. His excitement about the Aviva Future Leader Programme, created directly as a result of Club 110 feedback. He spoke about how we’re looking for the next class and encouraged brokers to put forward their recommendations. Phil closed with the message we have a value-based distribution strategy, we don’t have to work with everyone and we’ll continue to make strategic distribution choices to create legacy. He commented *“the Club has never been bigger or better, we want to build on the last 11 years and accelerate forward our strategy, invest in your communities, invest in your people and invest in your business.”*

“Good to hear the results and plans for the future from the leadership team”

Broker delegate

SLT Unplugged Q&A session with Andy, Gareth, Andrew, Patrick, Phil and Karen



Hosted by Karen, in this session Andy, Gareth, Andrew, Patrick and Phil took to the hot seats to discuss Aviva's future plans for the GI business. They welcomed questions and thoughts on everything from Brexit to acquisitions targets, technology disruptors and more – Brokers took this opportunity to ask the questions that mattered most to them and their business. Thank you to everyone that contributed to this session.

“The free form questions session was both honestly conducted (no plants) and frank as well”

Broker delegate

Main stage:

Ken Way, Performance Guru



Ken Way
Performance Guru

Ken, a sports psychologist, told his story of his time with Leicester City Football Club (LCFC) and talked about them as an example of team transformations. Showcasing some techniques used he went on to explore with brokers, Ken talked about how LCFC went from bottom of the league table to the top within 12 months discussing the importance of growing and developing teams whilst having fun.

Ken talked through examples such as a Proactive mindset quadrant and challenged brokers to think about what mind set they are in, how everyone moves around the quadrants and the impact this has on others. Encouraging brokers to have a proactive strategy to ensure they are in the champion zone, how to keep there and how to bring others to the champion zone.

Ken also discussed the importance of Team Cohesion referencing the balance between task and social, how task cohesion was critical but to go the extra mile you also required strong social cohesion within your team. This was followed by a review of the importance of focus, referencing different types of goals specifically the value of process goals. Finally, Ken finished his talk exploring the correlation between success and happiness, how research is now indicating that happiness breeds success.

We were thrilled to have Ken share his insight and thought-provoking examples with us in Prague, inspiring us to work towards high performing happy teams to help super-charge all our efforts.

“Ken Way was very good, you could see how this adds value”

Broker delegate

Business seminars

The business seminars allowed brokers to hear more about the subjects important to their business..

Investing in Commercial

Dave Carey, Hazel Johnson & Maria Crockart



Hazel Johnson

Head of Property Claims

In this seminar, hosted by Dave, Hazel and Maria, brokers heard how Aviva aims “To be the insurer of choice for SMEs in the UK” and we want “To be the go to insurer for commercial brokers in the UK.” Maria shared our thinking in continuing to Digitise & Automate, working towards “effortless service” which enables space to trade. She discussed that this is achieved by being analytics & data driven, supporting underwriting simplification, assisting value-led underwriting and enabling sophisticated advisors. Dave then covered our intentions for “Winning Together in Mid-Market” through Best Decision Makers and Mid Market Growth via clear market propositions, a service-led approach and total customer solutions.

Finally, Hazel shared our commitment to invest in claims with our desire to lead the market with reform and fraud action. How we invest in tools to speed up customers getting their claim settled, our focus on our digital capabilities. How we provide industry leading knowledge with our in-house legal expertise, a field force of commercial property adjusters and major loss consultants.

To stay up to date with what’s happening in the world of claims, please speak to one of Aviva’s Claims Relationship Managers and the team will be happy to engage with you to keep claims live and relevant. You can also see how Aviva Claims have been tackling fraudulent claims in this [link](#).

“As a first time attender, I thought it was really well organised, the sessions were informative and I had a lot of very good conversations with both Aviva staff and with my fellow brokers”

Broker delegate



Maria Crockart

Head of Commercial Transformation (SME)



Dave Carey

Head of Mid Market

Grow your people/Grow your business

Ken Way, Roger Christmas & John Nutter



Ken Way

Performance Guru

In the first half of this seminar, Ken built upon his earlier session during the conference. Discussing Prof Carol Dweck quote “Mindsets are just beliefs. They’re powerful beliefs, but they’re just something in your mind, and you can change your mind.” Ken reviewed how to recognise different mindsets by the language used and what strategies can be used to change mindsets. The session also covered more in depth the “happiness breeds success” concept looking at Richard Branson and Steve Jobs as examples.

The second half of the seminar was hosted by Roger Christmas from Bennett Christmas who used his business as a case study explaining how they had worked with consultants to understand and define the value that they brought to their customers, reflecting on the positive benefits they have seen from taking the time to invest in mindset training.

John Nutter finished the seminar by asking for Brokers to think about how Aviva Learning & Development can support them and their business. Thank you to Ken and Roger for sharing their insights and you can access further support from learning and development via www.mydevelopment.zone/ or by emailing john.nutter@aviva.com

You can also see key messages from this session in this [link](#)

“Excellent seminar involving Bennett Christmas - was good to see a practical application/example”

Broker delegate



Roger Christmas

Bennett Christmas Group



John Nutter

Learning & Development Manager

Cyber

Neil Arklie, Danielle Meldrum & Andrew Leaver



Neil Arklie

Head of Cyber

The focus of this seminar was the continued investment by Aviva into Cyber insurance. Neil, Aviva’s new Head of Cyber, introduced himself and looked at the continued growth of the cyber insurance market and how this will develop in-line with continued technological innovation. Neil discussed the effects of the Industrial Revolution 4.0, the growth of the cloud, artificial intelligence and other new technologies.

Danielle went on to look at the Aviva Cyber SME product with its focus on prevention with the cyber health check, simple and easy to understand coverage and expert breach response from our panel of cyber specialists in the event of a cyber incident. The product was launched in June and we’re looking at developing a standalone product with a number of Club 110 brokers. Also, Danielle focussed on how to sell this product working with Club 110 brokers, we are developing a guide to the limits that should be purchased but on the cost of a potential claim. We are also going to offer further training sessions to increase knowledge of the product for both brokers and our clients.

Andrew Leaver from Letton Percival Insurance brokers spoke about his experience in selling the Aviva Cyber policy but also how well a claim was handled when his brokerage experienced a breach. Thank you to Andrew for sharing his experience.

See the attached [link](#) for our handy guide to Cyber and for further information contact:

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Neil Arklie – Head of Cyber.
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Danielle Meldrum

Head of Product, Commercial Lines UKGI

“I believe my conversation with Danielle regarding Cyber was very useful”

Broker delegate



Andrew Leaver

Letton Percival & Co Insurance Brokers

Innovation

Adam Beckett & Jason Chambers



Adam Beckett

Aviva Private Clients MD & Product & Propositions Director – GI

Hosted by Adam and Jason the seminar started with some interesting facts showing society is changing more rapidly than ever before with 90% of the World’s data created in the last 2 years. Recognising the consumer demands for insurance are also fundamentally changing inline with initiatives such as car share. Brokers then heard how we recognise that changes are hard for financial services, steeped in history and legacy. We are not used to doing R&D. We are used to facts, data, knowledge and certainty. Adam shared his view that we need to be brave and accept that to change requires a different approach.

That we need to invest in more speculative activity without certainty in order to move into new markets and reduce our reliance on declining ones. Finally brokers then heard about our Underwriters new decision support tool, called CIT – Commercial Intelligence Tool which enables them to have a conversation with brokers for both prevention and protection solutions.

Following lively discussion and debate amongst the Brokers challenging ‘what’s the point of this if we (the Broker) are not going to be needed by 2040?’ there was an over whelming support for Adam and Jason on the work planned which left broker feel re-assured and understanding that innovation will allow more time to spend with their clients understanding their needs.

“Good balance this year between discussion and presentation. Lots of good ideas in the discussions.”

Broker delegate



Jason Chambers

Head of Underwriting Transformation

Main stage:

Phil Bayles Closes



Phil Bayles

UKI MD
Intermediaries

In the main stage closing session, Phil talked about our desire to invest more in regional broking and our plans to get closer to our smaller, non-Club 110 relationships. We appreciate this attracted some interest and wanted to reinforce the position that this won't impact our proposition to Club 110 members.

Our commitment to Club 110 is simple, we provide our best service to you. It's backed by local underwriting teams organised around you with wider trading relationships and portfolio conversations about how we can support your business and grow our account together with access to all the wider club benefits not otherwise available. Club 110 is and will remain our flagship offering for regional independent brokers.

It's your club and member feedback is really important to us. We're more committed now than ever before to invest in taking it from strength to strength, so please keep talking to us about new ways to develop the Club further beyond its current resources.

“Fantastic transparency around your work outside of 110 with other segments”

Broker delegate

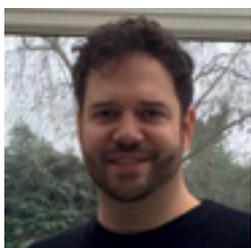
Aviva Future Leaders

Joining the Club 110 conference, many for the first time, were our Aviva Future Leader delegates. We asked them to share their experience of this year's conference as a first time attendee.



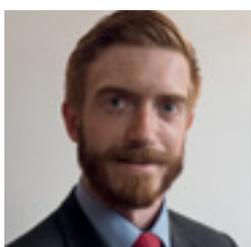
Matt Smith – TL Dallas

I found the whole Club 110 conference experience amazing! It was a wonderful opportunity to meet with senior figures within Aviva as well as network with other brokers. The venue and facilities were excellent, the seminars and presentations were informative and engaging and there was a great balance between professional content and superb entertainment. I know the other FLP delegates were also as impressed as I was and we all came away with plenty of knowledge we can apply in our daily roles.



Warren Baldwin – Berns Brett

I found the 110 conference a very useful and enjoyable experience. The city is beautiful and the organisation was top quality. I found it very helpful to talk to like minded brokers about the challenges in the industry. However, the highlight of the conference was the excellent opportunity to speak to key decision makers at Aviva. Following various discussions, we have now opened up the door for future schemes and new business opportunities for Berns Brett and Aviva, which perhaps would not have been possibility had I not attended.



Adam Kellaway – Basil Fry

I found the 110 conference to be a fantastic experience. It is not often that you get the opportunity to spend quality time with other brokers and the environment really supported networking. It's was great to catch up with my FLP colleagues; however also I met some new contacts at the conference and will certainly be keeping in touch.

If you'd like to take the time to have your say in the Insurance Times awards vote we'd love your support this year in Personal Lines, Commercial Lines and General Insurer of the Year categories we've been shortlisted in.



The Aviva Community Fund gives you and your business the opportunity to give a boost to a project in your local community.

By submitting as a broker-supported entry, your cause will benefit from an enhanced chance to secure funding from the exclusive broker only prize pot.

Whether you've entered before or want to for the first time this year, don't miss this opportunity before 9th October to submit your favourite local cause and get behind them this year.

Enter your cause before 9 October

Find out more and enter at
aviva.co.uk/broker/community-fund

Support your community and give a local cause that you love a boost of
£1,000 to £25,000
with The Aviva Community Fund



Get boardroom ready

We've created the Aviva Future Leader programme to help the next generation of senior brokers step up to leadership. With industry leaders and expert mentors to guide you, our two-year programme provides a mixture of training and coaching covering all the key skills, knowledge and behaviours required to run a successful broker business.

Discover more and get involved at Aviva Broker.
broker.aviva.co.uk/leader



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