



“Surviving the Hard Market”

Seminar Overview

Target Audience: Underwriters & brokers that have limited experience with changing market conditions.

Seminar Objectives: As a result of attending this seminar, participants will:

- Better understand the cyclical nature of the Canadian insurance market, and the forces that drive market cycles;
- Better understand the differing roles and issues that brokers and underwriters have to face in a hardening market;
- Learn and practice techniques for maintaining a positive long term relationship between underwriters and brokers throughout the hard market.

Seminar Activities:

Activity 1	Meet & Greet: Participants share their background experience and reasons for attending seminar.	10 minutes
Activity 2	True or False: Participants complete a questionnaire of 10 True/False questions designed to provoke discussion, e.g. “True underwriting can only be done in a hard market; at other times, brokers have all the power”. Once complete, the facilitator leads discussion of each of these statements.	20 minutes
Activity 3	Why the Cycle?: The facilitator presents graphs outlining the market cycles through the past 50 years as well as the relationship between underwriting profit and interest rates. The relationship between investment and underwriting is discussed, leading to the current disparity between UW results and interest income, indicating the beginning of a hard market cycle. Discussion revolves around how this cycle is likely to be similar/different from past cycles.	30 minutes
Activity 4	Break	15 minutes
Activity 5	Remember the Relationship: Facilitator leads a discussion of the Broker/Underwriter relationship, how each will have differing viewpoints but must recognize that each needs the other, long-term. This leads into a discussion of the UW and Broker varying issues in a hard market, and what each can do to respect those issues and minimize the negative effects of the market. Particular emphasis is placed on recognizing the policyholder as the most important person in the relationship for both, and also the importance of customer contact and information about price increases, coverage changes, etc.	45 minutes