



Protection Review and PFS independent protection training dates announced

Protection Review, the independent protection expert, has teamed up with the Personal Finance Society to provide independent specialist protection training aimed at improving knowledge and understanding of the protection industry at all levels.

The first two sessions, which are open to anyone to attend including advisers, distributors, para-planners and life office staff, will be hosted by Swiss Re at St Mary Axe, London on Thursday 15th September and Thursday 13th October.

The training will cover all aspects of the market on an interactive basis including products, sales, underwriting, claims and technology as well as looking at the need for protection, how to introduce the subject into conversations and how to overcome objections.

The first sessions will be delivered by ex-adviser Kevin Carr, with support from protection experts including IFAs and independent underwriters such as Peter Chadborn of Plan Money, Roy McLoughlin of Master Adviser and independent underwriting expert Jerry Brown.

Fay Goddard, CEO of the Personal Finance Society (PFS), stated, "As the leading professional body for financial advisers, our mission is to guide the financial advice community towards higher levels of professionalism. The PFS is always keen to support initiatives designed to improve the quality of advice. We believe these sessions will bring benefits to both advisers and their clients."

Protection Review CEO, Kevin Carr, said: "The idea of unbiased protection training has been called for, and talked about, for as long as I can remember. One of our key aims is for this training to be delivered by independent experts, including intermediaries, with the core purpose of improving knowledge and understanding of the protection industry, without promoting any specific products."

Peter Chadborn of IFA Plan Money said: "With the exception of some good provider seminars and marketing material there is precious little protection-focused training available in the industry. Individual provider seminars are very welcome although they tend, naturally,

to promote the wares of the host. There is therefore a need for well-informed, broad-ranging independent protection training, hosted by an unbiased source.”

The sessions are due to run from 10.00am to 3.00pm, including a break for lunch. Attendance costs £50; however, it is free for PFS members. There are a limited number of places and availability is on a first come first served basis so it is best to register early. Anyone wishing to attend one of sessions should visit www.protectionreview.co.uk for more information.

Ian Etheridge, Head of Account Management for Life & Health at Swiss Re comments:

"With the Retail Distribution Review just around the corner, initiatives like this will be essential for intermediaries looking to stay ahead in an ever-changing market. Swiss Re is delighted to be a sponsor of this exciting venture and we're equally proud to be hosting the first open sessions. We believe that there will be a strong take-up among the industry as attendees look to expand their knowledge of the protection market."

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Notes to Editors

The life offices and reinsurers supporting the training initiative include Aegon, Bright Grey, Scottish Provident, Ageas Protect, L&G, LV=, PruProtect, Zurich, Exeter Friendly, Cirencester Friendly, Munich Re, Scor, Hannover Life Re (UK), Swiss Re, Gen Re, RGA & Pacific Life Re. They are welcome to attend the events, however; they will not present nor influence the content in any way.

PFS & Protection Review research

This year's survey of PFS members received 764 responses and found the following findings:

- Just 11% of advisers said they expect to write LESS protection business post RDR
- 58% said a larger number of advisers will specialise in protection post RDR
- 57% of advisers said the RDR will have no direct impact on their earnings
- 38% said there would be a greater focus on group risk and employee benefits post RDR
- 41% said more IFA firms would begin to employ protection specialists post RDR

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About Protection Review

Protection Review is the definitive review of the UK's multi-billion pound health and protection insurance industry. Protection Review was established in 2003 by its then co-directors Peter Le Beau and Andy Couchman. In 2010 Kevin Carr joined as chief executive. All three are passionate about health and protection insurance.