



# Continuing Professional Development Certificate

## Can you measure trust? The CII Public Trust Index

**Date:** Thursday 6 December 2018

**Time:** 1.15pm - 2.00pm

**Speaker:** Dr Matthew Connell, Director, Policy and Public Affairs

In this IIL lecture Matthew Connell talked about the CII Public Trust Index – a project that aims to answer questions like: • what is trust? • how can it be measured? • how can these insights be used in a practical way to increase public trust?

By the end of this lecture, members would have gained an insight into:

- What the elements of trust are
- How the Trust Index was designed around input from consumers
- What is the current state of trust in insurance amongst retail consumers and SMEs
- What the index says about attitudes amongst different groups
- The practical measures that insurers can take to improve trust in future



This lecture or podcast can be included as part of your CPD requirement should you consider it relevant to your professional development needs. It is recommended that you keep any evidence of the CPD activity you have completed and upload copies to the recording tool as the CII may ask to see this if your record is selected for review.