

# Continuing Professional Development Certificate

## The new age of insurance marketing

**Date:** Tuesday 18 October 2016

**Time:** 1.15pm - 2.00pm

**Speaker:** Rob Moffat, Partner, Balderton Capital

In this IIL lecture Rob Moffat talked about the innovations he is seeing in insurance marketing and distribution as an early stage investor, and how these may revolutionise the world of insurance.

The 'Fintech revolution' has changed the world of banking over the past five years, with a surge in tech-driven new entrants. The insurance world is starting to see this, with a large number of companies founded in the last two years. The aim of this lecture was to run through some of the new models he is seeing as an early stage investor in the sector, both by startups and by incumbents. He also gave an investor's perspective on which trends will have the most impact.

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

- Emerging models of insurance marketing & distribution
- What investors are looking for
- How this could help or challenge market incumbents



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.