



# Continuing Professional Development Certificate

## The customers' perspective on buying insurance

**Date:** Wednesday 8 January 2020

**Time:** 1.10pm - 1.55pm

**Speaker:** John Ludlow, CEO, Airmic

In this IIL London Market lecture John Ludlow talked about the current perspective of insurance buyers of the market today.

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

- How global trends are changing the needs of risk and insurance managers as they attempt to make their businesses safe, resilient and successful
- The customers world and the changes they are likely to demand of the market
- How relationships with insurers need to be redefined, depending on the customer objective, and supported differently by technology.



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.