



The Insurance  
Institute of London  
Chartered Insurance Institute

# The Insurance Institute of London

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# Learning objectives:

**Why do we need an Insurance Museum?**

**What will it achieve?**

**What will it contain?**

**“For those in the business it will be a reminder;  
for those who are not, it will be a revelation.”**

Dominic Christian, Global Chairman, Aon Reinsurance Solutions  
& Deputy Chairman, Lloyd's



# IM Origins



Chartered  
Insurance  
Institute

Standards. Professionalism. Trust.



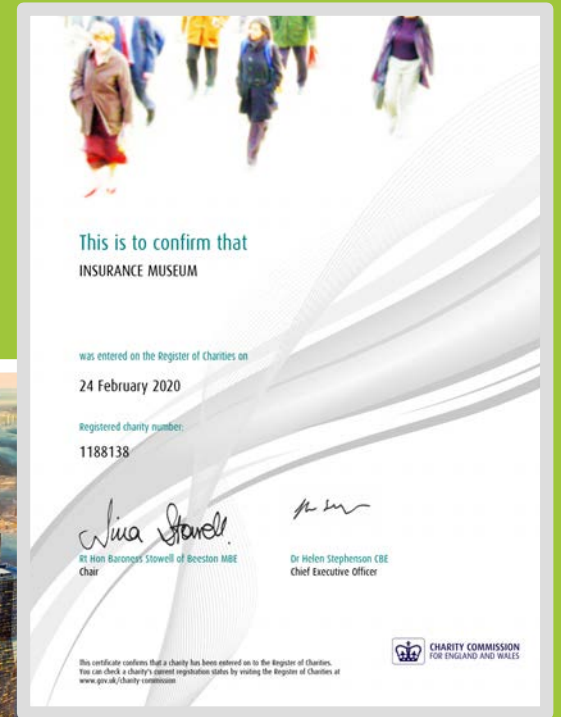
Bank of England Museum

# IM Feasible

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BRAND  
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# IM Supported



Insurance Museum Initiative Campaign sponsors



# IM Locked down



INSURANCE MUSEUM INITIATIVE CAMPAIGN SPONSORS:



IM Foundations



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**Reg Brown**  
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IM Director



**Maria Baez Bano**  
Trustee



**Paul Miller**  
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**Roger Sanders OBE**  
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**Stephen Wilkinson**  
Trustee





**Our vision** is to share the global story of insurance; its past, present and future.

We want to engage insurance professionals, schools, colleges, universities, existing and future policyholders and the wider public.

We will achieve our objective through exhibitions, educational programmes and a world class visitor and research centre in London EC3.

Our first stage is to launch a virtual museum featuring a series of galleries on insurance subjects.



# IM Story

“Telling the story of insurance - is a huge but wonderful task. Telling it with creativity and flare, honestly and accessibly is a must. This Museum is a fantastic way to communicate the variety and impact of insurance and the insurance sector and of its importance to London, the UK and the World.”

Bernard Donoghue  
CEO, ALVA (Association of Leading Visitor Attractions)



Disasters



Celebrity



Space



Maritime Trade



Innovation



Climate



## IM Education

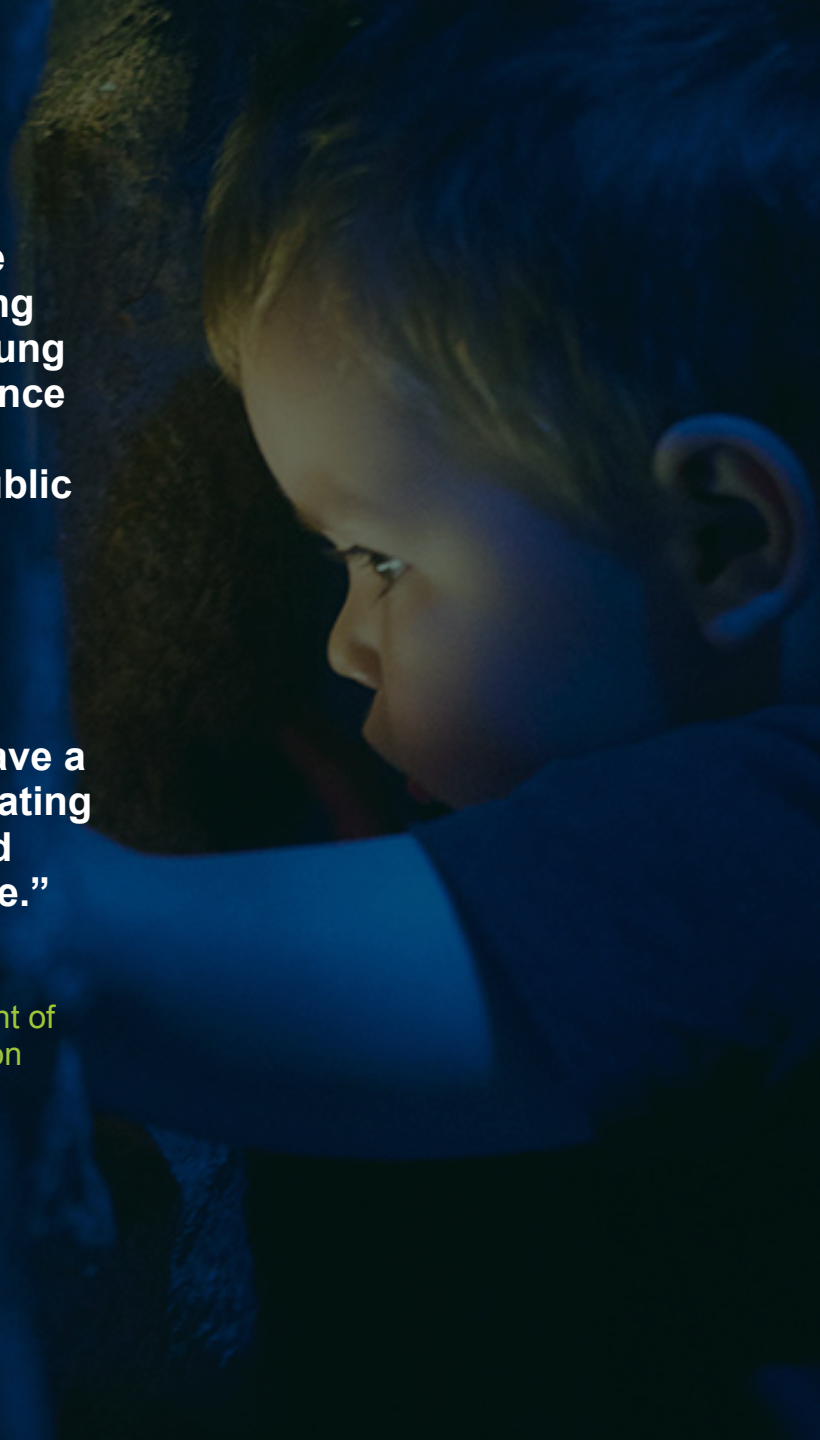
“Concepts of ‘mutuality’ underpin the insurance sector and this is something that greatly interests children and young people. From its earliest days, insurance has allowed people to extend their frontiers. It underpins much of the public good in a society and gives people a sense of safety and wellbeing.

Yet, little is known about this sector.

Children and young people should have a good time at the museum with stimulating experiences and importantly it should promote active discussion and debate.”

Professor Dr Anne Bamford, OBE  
Strategic Education and Skills Director. Department of  
Community and Children's Services. City of London  
Corporation

**Promoting:**  
**Education,**  
**careers, CPD,**  
**heritage, culture,**  
**research and**  
**sharing the story**  
**of insurance for**  
**the greater good.**



# IM Careers

“The impact of COVID on the 16-25 year old age group is not something that we will get over quickly.

Providing education and awareness of career opportunities will be more important than ever.

The Insurance Museum will be a valuable conduit or connection point, that can provide a programme of activity and information to engage those in education, or for those looking to transfer their skills or access training for new opportunities in the diverse world of insurance.”

Professor Dr Anne Bamford, OBE  
Strategic Education and Skills Director, Department of  
Community and Children's Services, City of London  
Corporation

# Attracting young minds to our profession



# IM Collections

“If ever there was a time when we should be showcasing the importance of the role insurance plays in society, how it has evolved and what it’s future may look like especially as our world changes, now is that time.

The Insurance Museum is not just a place to show artefacts, it’s a concept to tell stories, take people into the world of risk, help educate and celebrate insurance. Insurance can be fun! ”

John Bissell  
Chief Operating Officer, Chartered Insurance Institute.

# What will the Insurance Museum contain?



## IM Fundraising

How you can support the IM:

- **Donate (Just Giving)**
- **Corporate donation**
- **Sign up to IM Newsletter ([www.insurancemuseum.uk](http://www.insurancemuseum.uk))**
- **Membership (coming soon)**

**Initial fundraising  
target of £3m**

[www.insurancemuseum.uk](http://www.insurancemuseum.uk)





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# What we have covered:

**Why we need an Insurance Museum**

**What the IM will start to achieve**

**What the IM will contain**





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# Q&A session





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