



# 110Extra

Conference 2024 Special Edition  
October 2024

# AVIVA

## Club 110 Conference Malta 2024



For Club 110 broker use only.

## A '110 Extra' warm welcome from Michelle Taylor – your new Aviva SLT club champion!



Hi, I'm Michelle Taylor and I've recently been handed the role of Broker Development Director for Aviva, replacing Ryan Birbeck. It's with great excitement (and an immense sense of pride) that I'll be overseeing all things Club 110 going forward!

Some of you may remember me from my previous time at Aviva - having left back in 2016 and rejoining last year following my 'time away' working in broker-facing roles for RSA and most recently, Zurich. So, when the call came for me to rejoin the Aviva family, it was quite frankly, one of the easiest decisions of my career!

I'm writing this message having recently returned from the wonderful island of Malta. It was the location for our 17th annual Club 110 members' conference – and a first for me in my new role. My heels were discarded for flats for much of the time, and just as well – the event was a networking endurance test over four days that puts the annual BIBA conference to shame!

This edition of 110 Extra is a 'Club 110 Conference Special' – aimed at bringing you the important stuff from the event all in one place. For the first time, we'll be sharing videos of some of the key business sessions with you to help bring the conference content to life and make it easy for you to understand our GI strategy and plans. Just read on to find out more.

Malta saw the Aviva leadership team joined by around 125 broker delegates. The conference is the only time we bring the club together to share our strategies, plans and more importantly, to take delegate feedback that'll help us to 'Go further for Club 110 and your customers' (our 2024 event theme).

The conference in Lisbon last year came too soon for Jason Storah – our General Insurance CEO – to attend, but he was determined to join the event this year. In fact, Jason cleared his diary for the trip to Malta and made a point of supporting the programme from start to finish. I think that speaks volumes for how important Club 110 is to Aviva and our Exco.

The conference was extra special. It had a real sense of community and togetherness that's unique to our relationship with our 110 brokers. There was great conversation and lots of passion shown about how we improve the club for the future. Honestly, I'm blown away by the energy and love for the club shown from both sides of the partnership.

We learnt a great deal during the event and alongside the event working group, I'll take time to pour over the feedback to help guide future plans. For now, here's my top takeaways:

- Club 110 is massively important to our brokers and Aviva – it's part of our DNA. We need your feedback, we're listening, adapting, evolving and will continue to do so.
- AI can be really useful and it's here to stay – embrace it. I've downloaded Chat GPT and it's great!
- Malta hasn't always got guaranteed sunshine!

**You can watch my session at the conference [here](#).**

We'll be busy delivering even more support for you into 2025 and over the coming months. We're always listening and keen to respond to your needs. We hope you feel that commitment day in, day out. However, I'm conscious that the conference isn't attended by everyone reading this newsletter. I'd love to hear from you with your thoughts, ideas and suggestions. Please feel free to drop me an email.

I look forward to hearing from you.

Best wishes,

Michelle  
**Broker Development Director**  
[michelle.taylor@aviva.com](mailto:michelle.taylor@aviva.com)



## Club 110 Conference 2024

### Helping us go further together as a club and for our mutual customers - today and tomorrow

Last month, many of the leaders from our Club 110 members joined us in Malta for our 17th annual conference. Our focus was on ‘customers’ – be that our brokers (you), or our mutual clients. It gave us plenty of time to share how we’re going further for both, and more importantly to find out what more is needed from us. We also benefitted from some expert thought leadership on the macro-economic, political and regulatory landscape, the future of customers and AI technology.

We acknowledge that only a small number of you get to attend, so for the first time we’ve recorded some of the key sessions that we think are valuable to share with you all. The conference delivers much more than just networking opportunities (and some dinners!), so we hope you find the content useful and a good insight into how we can go further, together.

Don’t forget to add anything you watch to your CPD hours, and we’d love to hear any feedback or questions! Get in touch with us at [club110@aviva.com](mailto:club110@aviva.com).

“ **The welcoming atmosphere fostered meaningful discussions and invaluable connections old and new. It was an invigorating and inspiring experience that reinforced my appreciation for the club**

**Extremely well organised with great keynote speakers and very topical content. I feel grateful for the opportunity to have attended** ”

### Our Aviva speakers:



#### **Michael Yabantu (MD - Mid-Market Commercial Lines, Aviva)**

An update on the areas we’ve continued to invest in across Mid-Market, and what more we’re planning to do to deliver better service, new products and propositions, and ultimately better outcomes for customers.

[Watch here](#)



#### **Rebecca Gambrell (MD - SME & Delegated Authorities, Aviva)**

A highlight on our investment in SME and Schemes that includes underinsurance, utilising AI, expanding our products and appetite, our flood referral tool and more. Includes a look forward to help you understand our areas of focus for the future.

[Watch here](#)



#### **Ann Owen (MD - Aviva Private Clients)**

Find out how we’re investing in our high net worth proposition to make it fit for the future and to enable growth opportunities in this market.

[Watch here](#)



#### **Kelly Whittington (Commercial Claims Director, Aviva)**

Hear about the improvements we’ve made since the event last year based on your feedback. We also share our plans to continue those improvements in 2025 which will include further investment in service, people and technology.

[Watch here](#)

## Club 110 Conference 2024

### Our keynote speakers:



#### **Economic forecast - Vicky Pryce (Chief Economic Advisor, CEBR)**

A look at the global economy with a focus on the UK. Covering trends in the areas of inflation, interest rates, the labour market and fiscal policy and their likely impact on sectoral and regional business sentiment, household disposable incomes, consumer confidence and spending intentions.

[Watch here](#)



#### **Political landscape - Scott Colvin (Public Affairs Director, Aviva)**

An exploration of the political changes following the recent UK General Election, and the implications for business over the next five years.

[Watch here](#)



#### **Regulatory focus - Michael Sicsic (Managing Partner, Sicsic Advisory)**

A review of the current regulatory landscape for the insurance industry, discussing what the future might bring in the current economic and political environment.

[Watch here](#)



#### **Experts' Q&A**

The questions from delegates to our keynote speakers covering the macro-economic, political and regulatory environments, and how they expect changes will shape the insurance market going forward.

[Watch here](#)



#### **Embracing customer innovation - Corey Crusier (Partner at Oliver Wyman)**

Putting customers at the heart of industry innovation is easier said than done. Our expert explores how businesses are developing new ways to tackle and address changing client needs and challenges, particularly those that are difficult or to overcome.

[Watch here](#)



#### **The art of prompt engineering in GenAI - Nish Aubeeluck and Matt Lilley (Decoded)**

This session will give you knowledge, actionable skills and frameworks to effectively use prompt engineering. It provides an overview of Generative AI and its significance in today's workplace and shows its application relevant to brokers.

[Watch here](#)

## Club 110 Conference 2024

We also had optional, smaller break-out sessions for delegates (that weren't filmed), but to give you a flavour of what these covered in case you want to get in touch to find out more, they were:

### **Tackling underinsurance together - Jason Chambers and Kelly Whittington (Innovation Director and Commercial Claims Director, Aviva)**

With new and emerging risks and an ever-changing economic and risk landscape, it's never been more important to ensure our customers have the right level of cover. In this session we discussed the continuing challenges with tackling underinsurance and provided examples of the difficulties it can cause when settling claims.

### **Commercial appetite and product development - Jonathan Smith and Greg Donald (Head of SME Solutions and Regional BDM, Aviva)**

This session shared our evolving underwriting and trading appetite across our Commercial business and cover for Property, Liability and Motor. It explored how we're enhancing and expanding our capability across Mid Market and digitally-traded products and new developments for 2025 and beyond - from Public Sector to Multi-National.

### **Data & analytics: Driving better placement - Ryan Birbeck (Commercial Lines Claims Director, Aviva) and Acturis**

With ever-increasing amounts of data at our fingertips, this session laid out the growing importance of good quality data in the current market and introduced Acturis Unify - a dashboard designed to help empower effective placement, maximise value of accounts and potentially drive better customer outcomes and satisfy FCA requirements.

**I feel like part of the Aviva family, that my opinion counts, and I can help make a difference**

**Let me tell you, folks, the conference in Malta was absolutely fantastic. One of the best I've ever seen, believe me**

## The Aviva Future Leader Programme (FLP) - Club 110 Conference first timers!



As part of FLP, delegates in their first year of the two-year programme are invited along to the Club 110 conference. Not all of them work in 110 brokerages, but this specially-selected group of broker-leading talent get to experience first hand how we like to help them run and grow their business.

Watch what **Katie Watt (H W Wood)**, **Greg Edwards (Thomas Carroll)** and **Stevie Jeffrey (Firth & Scott)** have to say [here](#).

And if you, or someone in your business, is interested in finding out more about our Future Leader Programme, please get in touch via [iblearn@aviva.com](mailto:iblearn@aviva.com).

Want to know more about all the conference sessions?

Get in touch via [club110@aviva.com](mailto:club110@aviva.com)



## An 'Extra' special conference for Kelly!



Conference veteran, **Kelly Whittington**, was again a key member of the Aviva senior team who joined our broker guests in Malta. Nothing unusual there then? Well, apart from it being a special event for Kelly who's expecting her first child and will be going on maternity leave shortly. Despite being due in only a few weeks, she was determined to take her seat at the event this year. Thank you for such commitment, Kelly!

Kelly has made a big contribution to the success of Club 110 over many years, and while there's a little while left until she starts her maternity leave, we know many of you will join us in wishing her all the best as she prepares to become a mother. And we're delighted that Ryan Birbeck has stepped into her role to ensure we continue to deliver great claims support for our Club 110 brokers.

Wishing you all the best Kelly!

## Club 110 'legend' retires after 36 years at Aviva



In November we'll be saying 'goodbye' to one of the original team who created Club 110. **Nick Burrows** is Senior Propositions Manager at Aviva and has made the decision to leave working life behind and retire at the tender age of 55.

Nick will be known to a great many of you, and was one of the brains behind the club's launch back in 2008. Since then, he's dedicated the latter part of his career to driving Club 110 forward with great passion. He's made such a significant contribution to the development and success of the club that we love and cherish today.

So, it's with our sincere thanks for his services to Club 110 that we wish him a happy and healthy retirement when the time comes at the end of November.

We'll miss you, Nick!

## News around the regions

### Echoing some special shout outs from the conference

Over dinner on the Thursday evening of the conference, Jason Storah - our GI CEO for UK & Ireland - made a few special mentions for some of our brokers celebrating milestone anniversaries.

Our congratulations go to:

**Caulfield Insurance** who are celebrating a remarkable 70th anniversary this year - congratulations to Regina and the team in Northern Ireland.



**E A Davies (part of Provincewide)**, who hit their half century anniversary this year - our congratulations go to Iain and his team, also in Northern Ireland.

**Rowetts** who are into their 40th year of trading, and we're reliably informed that the first client they put on their books was with Aviva!

**County Insurance Services** are also celebrating their 40th anniversary this year - many congratulations to Tim and the team in Oxfordshire!

**Daines Kapp**, new Club 110 members for this year who're celebrating their 35th anniversary. So a double celebration for Kevin and his team!

**Credent Commercial** who've reached their 30th anniversary - congratulations Niel and team!

**Gauntlet Group** who're also celebrating their 30th Anniversary, and our spies in the North East tell us that it's a double celebration with their AR Network also turning 15 this year.

**Oakland Insurance (part of Provincewide)**, for reaching 25 years of trading - congratulations to Paul and the team!

## Congratulations to our 110 award winners and finalists

Award season is in full swing and we'd like to congratulate our 110 winners from the recent UK Broker Awards and wish good luck to our finalists in upcoming the Insurance Times Awards.

### UK Broker Award Winners

Birmingham, 10 October

Training Award

**Weir Insurance**

Young Broker of the Year

**Callum Higgins, Thomas Carroll Group**

### Insurance Times Awards Finalists

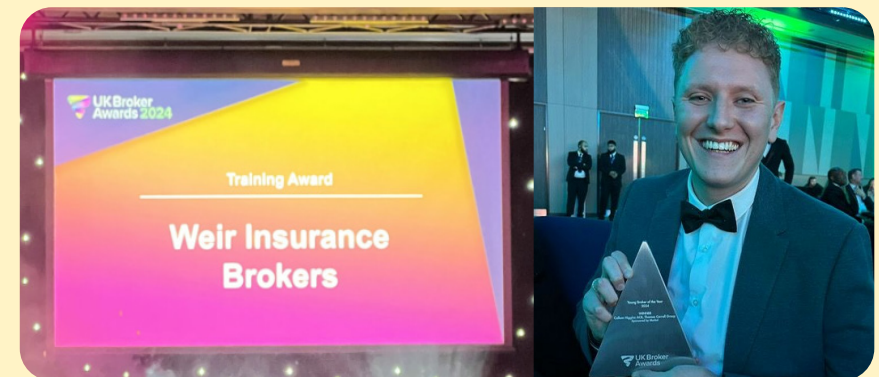
London, 4 December

Business Partner of the Year

**FullCircl + Acturis**

Customer Champion of the Year

**Bridge Insurance Brokers**



And although it's been a while since they picked up their British Insurance Award for our Aviva-sponsored 'Insurance Broker of the Year' (it just missed our last edition) - huge congratulations to **Thomas Carroll** - What a win!

## News around the regions



### Brokers on the move

We've spotted that a few of our brokers have recently been on the move with new and additional offices. We hope you're all enjoying your new abodes!

**Lloyd & Whyte** have celebrated opening an office in Swansea in addition to their branch in Llanelli.

**Coverwell** have some lovely new premises in Market Drayton, Shropshire.

**Credent Commercial** have opened new headquarters in St Asaph to accommodate their bigger team and growing client base.



### A warm welcome to Attis, our newest club member

We always like announcing new members of the club, so we're delighted that **Attis Insurance Brokers Ltd** are joining the 110 ranks. A big welcome to you all!

Won something? Had an event? Want to give someone a shout out?

Send your news to [club110@aviva.com](mailto:club110@aviva.com)

## Our Club 110 Aviva Rising Stars for 2024-2025

Our newly-launched Aviva Rising Stars Programme begins at the end of the month. This one-year programme is designed to accelerate the careers of high-potential employees that your business has identified that you'd like to retain and develop. It's all about giving your brightest stars the chance to shine. We were overwhelmed with interest and applications, so massive congratulations to the selected Club 110 delegates!

**Charlie Mann** - Absolute

**Harry Brearley** - Adler Fairways

**Kate Evans** - AMB

**Adam Havelock** - Chubb Thomas

**Lucinda Baker** - EIG

**Hattie Course** - James Hallam

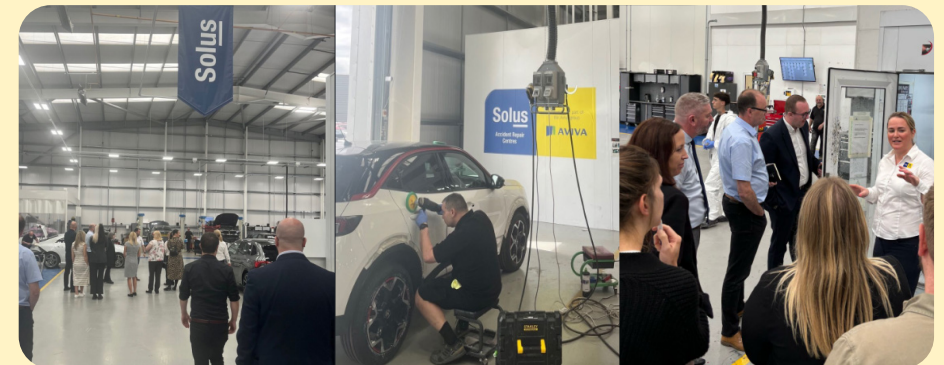
**Beth McClarron** - McClarrons

**James Allen** - Sutton Winson

## 110 forums at our Solus centres

Over the summer period we held two Club 110 forums at our Solus repair centres in Park Royal London and Bolton.

Brokers saw first-hand the work carried out at the repair centres and met experts from across the business, including our customer services teams. They visited the workshops and parts departments, and it was great to show them our Solus facilities and the benefits of using our repair network. Thanks to all of you who attended - we hope you found it useful.





## Aviva Broker Community Fund 2024 - final call for entries for causes you love!

There's still time to enter our **Aviva Broker Community Fund!** Offering you the opportunity to secure funding for local charities and good causes that matter most in your area, entries are open online until 31 October, so now's the time to get behind your local cause and **apply for an award of £5,000, £10,000 or £20,000.**

**Many of our Club 110 brokers have secured funding** in previous years, so get your entries in if you haven't already! We understand that building stronger and more resilient communities takes collaboration, we're here to help you make an even bigger difference, together.

Everything you need to know about this year's Aviva Broker Community Fund can be found [here](#), including this year's entry guide, terms and conditions as well as inspirational stories from previous broker winners.



## Do we have your vote this year?

The Insurance Times Awards shortlist has been announced and we're thrilled to be nominated amongst all the strong insurer and broker finalists. The vote is now open to determine who'll win this year's top awards.

If you feel like our partnership has helped you to go further this year, we'd love a vote from you in the **General Insurer, Personal Lines Insurer, and Commercial Lines Insurer of the Year** award categories. Every vote counts, but whoever you vote for, make sure you have your say before 24 October.

Thank you for your continued support and good luck to all the finalists (especially those we featured above).

**Cast your vote [here](#) now!**

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# Diary dates

## Discounted Q4 technical and business training from Searchlight

We've recently launched our Q4 programme of discounted training sessions for you from Searchlight. You can find out more about what's on offer [here](#) and book [here](#).

## Aviva Claims Roadshows:

**Manchester** - 23 October

**York** - 24 October

**London** - 29 October

**Birmingham** - 30 October

## UKGI 'Compliance with Confidence' autumn seminars:

**London** - 23 October, Union Jack Club, Sandell Street, London, SE1 8UJ

**Coventry** - 13 November, The Heart of England, Meriden Road, Fillongley, Coventry, CV7 8DX

Find out more and book your place [here](#).

## Insurance Times Awards

**Grosvenor House, London** - 5 December

For broker use only.

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