

# Live Webinar - Broking in a Hard Market

**Duration:** 3 hours (2 x 90 minutes with a break in-between)

**Method:** Zoom

## About the course

Brokers are currently facing a 'hard market' when rates are increasing, cover is reducing, and capacity is more limited. Most brokers have never faced these market conditions and lack the practical experience of trading in a 'seller's market'.

This live online interactive insurance webinar will provide brokers with some practical hints and strategies for broking in these difficult market conditions.

There will be a maximum of 10 delegates.

## Course Objectives

By the end of the webinar delegates will be able to:

- Explain to their clients the causes and features of a hard market – helping to manage the client expectations
- Understand some cover options that will help minimise insurance cost for their clients
- Develop strategies for dealing with a hard market

## Course Content

- Causes and features of the current hard market
- General broking tips and hints:
  - factors to consider when planning renewals
  - avoiding being put under a broker review
  - hints for winning new business
  - innovation