



BROKER EXTRA: READ ALL ABOUT IT!

We caught up with Jack Grocott, Brand Director of the Insurance portfolio at Infopro Digital, to get the latest scoop on the brand new virtual event to hit the insurance broker market!

**8 - 10 July 2020,
Virtual Event**

So, Broker Extra has just been announced to the market, can you tell us a little more about it please?

The whole *Insurance Age* team is really excited about the launch of Broker Extra. The foundations of our industry are based on building and maintaining relationships so we felt that during this difficult time Insurance Age had to lead from the front. This is why we are providing a new learning and matchmaking event to give brokers an exciting way of remotely sharing ideas, problems, and forging new partnerships.

Run over three days in July, we have built a platform that will bring more than 1,000 of the brightest and best brokers in the UK to network, learn, and do business. Unlike other virtual gatherings, our intelligent matchmaking software will allow brokers and exhibitors to tailor their experience by arranging meetings on topics that matter to them. The more you use it, the more you get out of it.



Sounds great! What was the thinking behind putting on another version of Broker Expo during the summer?

Unfortunately, with the cancellation of many industry events brokers told us that they were missing the usual networking events that traditionally filled all of our calendars. Also, we know that brokers are going through a difficult time at the moment but business must still be done so we wanted to give something back by providing this free event for our community.

We are still really confident of holding Broker Expo in November and we are currently finalising our health and safety plan to ensure the event complies with all required social distance guidance. We didn't think it was fair to have to wait until November for the year's first large-scale broker only event.

We know that you can never replicate a physical event on a computer, but through a combination of live and on-demand content with plenty of networking opportunities, Broker Extra is the perfect way for the UK broking community to

come together in a way that so far this year has not been possible.

What can brokers expect to take away from this new virtual event?

In short, a lot. We have built the event so that it appeals to all levels of seniority. Broker Extra will offer education and training for younger brokers looking to build careers as well as in-depth presentations for senior leaders running teams or businesses. With more than 30 speakers we have built an agenda with a different theme each day: day one focuses on the year so far; day two addresses some of the challenges that have long troubled brokers but that haven't disappeared; and day three is all about getting business back on track and coming back stronger.

But at the heart of Broker Extra is our matchmaking service. Brokers will be able to select what topics and product matter to them as well as showing other delegates and exhibitors what they want to know more about. This will help brokers maximise their time and only make meetings on topics that are important

to them and their business. You will also be able to visit virtual exhibitors and start conversations either via online chat or direct with a personal video call.

So, will this replace Broker Expo which is due to take place at the end of the year?

No. While we are very confident of hosting Broker Expo in November this event is an additional gathering. The team led by Insurance Age editor, Sian Barton, is in constant contact with the market and so this initiative allows us to give something back to brokers through this challenging time.

OK, last question... have you baked any banana bread at all during lockdown?

I must admit I was a regular banana bread baker before lockdown. But with a limited supply of flour available, I have turned my attention to other banana-based puddings with a recent banoffee pie going down particularly well at home.



Broker Extra takes place on 8 - 10 July, 2020.
If you are a broker working within the insurance market,
we would love for you to join us and your fellow broker community.

Find out more information here: www.brokerexpo.co.uk