



Insurance
BUSINESS CANADA
Awards 2018



CELEBRATING EXCELLENCE

Since its conception in 2016, the Insurance Business Canada Awards (IBC Awards) has celebrated excellence across the entire spectrum of the Insurance industry in Canada. Today it is recognized as the leading representation of excellence in service, performance, innovation and principle, and continues to be one of the top independent awards for the Insurance industry in Canada.

21 prestigious industry awards are designed to ensure national recognition for large and small organizations — brokerages, insurers, agencies — and top insurance professionals.

This annual black-tie awards ceremony is the event highlight of the year that attracts the best insurance companies and insurance professionals in Canada. They will gather once again to celebrate Canadian Insurance excellence at the ceremony on November 29th, 2018 in The Liberty Grand Toronto.

"This is a really prestigious award, and I never saw myself standing up here winning it. It shows how much I have progressed in the industry."

SHARP INSURANCE

Account Manager

**Insurance Broker
of the Year 2017**

"With ambition and grit, determination and talent, insurance is one of the great enterprises. To be recognized with an award like this, it confirms that what you've done and continue to do, has been successful."

H.W. KAUFMAN GROUP

Chairman

**Lifetime Achievement
in the Insurance Industry 2017**

"This award is recognizing our history in the industry. It's recognizing our dedication to helping improve Canadians' lives."

GREAT-WEST LIFE

AVP Marketing & Communications

**Life & Health Insurer
of the Year 2017**



“This industry has a lot of people in it wanting to be in a position to invoke change and to have purpose. This ceremony provides that platform to recognize that type of mindset and effort.”

CEO, BMS CANADA RISK SERVICES
EXCELLENCE IN CUSTOMER SERVICE BY A BROKERAGE 2017

REASONS TO NOMINATE

Impress Your Clients (Even More)

Only the very best of the best make the finals of the IBC Awards. If selected as a Finalist, letting clients know that you have been chosen as one of the best in the industry allows you to demonstrate how well-regarded you are by your peers in the industry.

Get Covered

IBC Awards Finalists earn media coverage across North America, on IBC channels such as:

- IBC print magazine and e-magazine (16.5k monthly subscribers)
- An 8-page Finalist Announcement spread on the September issue
- A special 30-page Commemorative spread on the February issue
- IBC online (insurancebusiness.ca) news stories (90,000 monthly web visits)
- IBC newsletters and direct mail marketing pieces (21k subscribers)
- IBC Awards event website
- IBC social media

...and countless publicity opportunities in national, local and trade media, and it's also a great addition to internal communications and marketing materials.

You Can Salute Your Team In A Big Way

Being an IBC Awards Finalist recognizes your employees for their accomplishments. Sharing your news with the world shows them that you value their hard work—and you want the world to know that they've made something amazing.

You Can Meet The Movers And Shakers

The IBC Awards ceremony on November 29th, 2018, at the Liberty Grand Toronto is the premier event in every insurance leader's calendar. Here you'll get to rub elbows with the industry's foremost professionals.

Your Time In The Spotlight

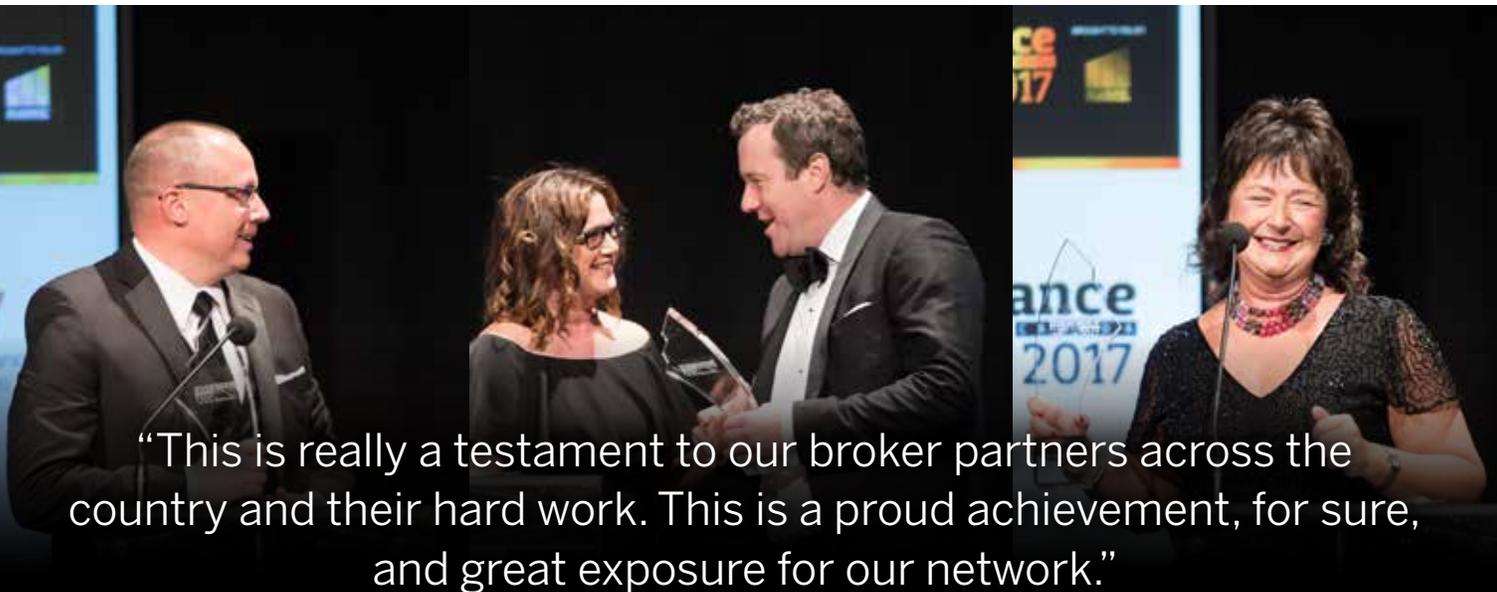
If named the winner, you will take the stage, claim your award and deliver your speech in front of the top professionals in the industry. Expansive media coverage, including a special commemorative spread on IBC magazine, will make it a night for the books.

It's Free To Nominate

Nominating is absolutely free and you can enter multiple categories – just leave us with your Nominee's contact details and a brief reason for the nomination.

It's Easy

Simply go to ibawards.ca and click . It will only take a few minutes of your time for what could be a career-changing result.



“This is really a testament to our broker partners across the country and their hard work. This is a proud achievement, for sure, and great exposure for our network.”

**PRESIDENT, PROLINK BROKER NETWORK
BROKER NETWORK CLUSTER OF THE YEAR 2017**

PAST ATTENDEES

“I’m shocked ... I started crying on stage. Even being nominated was a win for me. And I won! This is such a great experience.”

BENSON KEARLEY IFG

Commercial Account Executive

Young Gun of the Year 2017

“Our most important asset is our people – we’ve got the best team in the business, by far. In my opinion, this is the best award.”

TRISURA GUARANTEE INSURANCE COMPANY

President & CEO

Insurance Industry Employer of Choice 2017

“To be a young guy in an industry where the average age is 60, and to get an award like this, proves I’m doing something right.”

MILLENNIAL FINANCIAL GROUP

Managing Partner

Life & Health Advisor of the Year 2017

“This is the reward for lots of hard work that we’ve put in over the past five decades. We couldn’t have done it without the team within our organization that makes it all happen.”

ANDERSON MCTAGUE & ASSOCIATES

Owner

MGA of the Year 2017

“This is validation for believing in building a company based on culture and based on putting our employees before everything else. If you do that, everything else falls into place.”

PLATFORM INSURANCE MANAGEMENT

Managing Partner

Brokerage of the Year (>10 People) 2017



AWARD CATEGORIES

21 award categories open to insurance companies — brokerages, networks, insurers and agencies — and individual insurance professionals in Canada:

ORGANIZATIONAL

- Brokerage of the Year (Fewer than 10 Staff)
- The Burns & Wilcox Canada Award for Brokerage of the Year (10 Staff or More)
- Big Brokerage of the Year
- Excellence in Customer Service by a Brokerage
- Brokerage / Network Cluster of the Year
- Life & Health Insurer of the Year
- The DKI Canada Award for P&C Insurer of the Year
- MGA of the Year
- Readers' Choice Award for Best Service Provider
- Readers' Choice Award for Best Advertising Campaign
- Digital Innovator of the Year
- Insurance Industry Employer of Choice
- The Winmar Award for Excellence in Claims Service
- The iv3 Solutions Award for Excellence in Risk Management
- The CNA Canada Award for Excellence in Philanthropy & Community Service

INDIVIDUAL

- Insurance Broker of the Year
- Woman of Distinction
- The PAL Insurance Brokers Award for Young Gun of the Year
- The Empire Life Award for Life & Health Advisor of the Year
- Business Development Manager of the Year
- The FIRST Insurance Funding of Canada Award for Lifetime Achievement in the Insurance Industry

AWARDS PROCESS

The IBC Awards follows a strict 6-step process:

STEP 1: SUBMITTING A NOMINATION ENTRY

Before all else, make sure that you have read the **Awards Criteria**.

When you are ready to submit a nomination entry, proceed to the **Online Nomination Portal** where you can submit a nomination. **The Online Nomination Portal will only be open from June 11, 2018, Monday, to August 12, 2018, Sunday, 11:59 pm EST.**

For each nomination entry, you are required to provide the your/the Nominator's contact details, the Nominee's contact details, followed by a brief reason for nomination in under 300 words that best encapsulates why the Nominee deserves to be recognized in that award category and fits the criteria. The brief reason for nomination serves as an important basis for the selection process for Finalists. Touching on the criteria and why your Nominee fits best the award description in your nomination will strengthen the quality of your nomination.

A nominator can enter a particular nominee in several categories. Several nominators can enter the same nominee in a category.

Only nominations made via the Online Nomination Portal will be counted and forwarded to the shortlisting team for evaluation.

THERE IS NO COST TO ENTERING.

STEP 2: SELECTING THE FINALISTS

Once nominations close, the shortlisting team from Insurance Business Canada magazine (IBC) will conduct research to verify all nominations received. The shortlisting team will read through and evaluate all verified nominations. The shortlisting team will also research to ensure that no one deserving is missed.

Finalists will be selected from both pools of information.

The shortlisting process usually takes 2-3 weeks depending on the number of nominations received. With the uptrend of number of nominations received every year (more than 1000 last year!), nominees are asked to be patient and be on standby for the Finalist Notification to be sent by the Events team via email.

STEP 3: NOTIFYING THE FINALISTS

If you are selected as a Finalist, you will receive an **official Finalist Notification email** sent by our Events team.

The Finalist Notification email contains a unique link to the Finalist Form to be filled out by each Finalist in order to proceed to the final round of judging. Please see 'Step 4: Completing the Finalist Form' for more details on the Finalist Form.

Following this notification, you will be listed as an Official Finalist on the IBC Awards website, as well as being the subject of a Finalist announcement in both the print and online version of IBC magazine. The awards will also be covered in a 30-page commemorative issue of the magazine, and a series of dedicated newsletters, articles and national press releases.

You will also receive an Online Promotional Kit of promotional materials which can be used to announce your finalist status far and wide – via your website, advertising, newsletters, social media, email signature or whatever else you can think of.

Seat reservations will be made available at this point/upon the public announcement of Finalists.

AWARDS PROCESS

STEP 4: COMPLETING THE FINALIST FORM

If you are selected as a Finalist, you must complete the required Finalist Form within 3-4 weeks (deadline TBC but will be provided in the Finalist Notification email) in order to proceed to the final round of judging.

Finalists who fail to complete the Finalist Form may be removed from the list of Finalists upon request.

The Finalist Form is an online questionnaire that asks for both quantitative and qualitative data in order to support the Finalist's nomination and provide further detailed information needed by the jury for winner selection. If you are a Finalist, you may be asked to provide success metrics and key performance indicators where significant.

Upon completion, the Finalist Form will be forwarded to the **panel of independent jury**. All answers in the Finalist Form are protected by the Confidentiality Agreement Form signed by the judges.

STEP 5: JUDGING

The **panel of independent jury** is a group of handpicked, diverse thought leaders and experts from within the Insurance industry.

Each judge will carefully and meticulously read and evaluate the submitted Finalist Forms. Upon evaluation of the submitted Finalist Forms, each judge will submit their scores based on the scoring matrix provided by IBC magazine.

Because all answers in the Finalist Form are protected by the Confidentiality Agreement Form signed by the judges, judges' scores are fully independent and impartial and there is no deliberation in any category between or among judges.

STEP 6: LIVE ANNOUNCEMENT OF WINNERS

Winners will only be announced live at the Insurance Business Canada Awards ceremony.

The 3rd annual Insurance Business Canada Awards ceremony is set to take place on November 29, 2018, Thursday in The Liberty Grand Toronto.

Those, including Finalists, who wish to attend the Awards ceremony to witness the live announcement of winners, must reserve seats. Seat reservations will be made available online upon the announcement of Finalists.

Finalists are not required to attend the Awards ceremony. However, attendance is highly encouraged. Why? If you are a Finalist and are announced as the winner of your category, you and/or your team get your moment to take the stage, receive the trophy and deliver an acceptance speech in a room of 500 top professionals in the industry.

Attendees take this once-a-year opportunity to join a stellar community of high-performance insurance teams, senior-level insurance professionals, young guns and rising stars in the Insurance industry.

Expansive media coverage by IBC, including a special commemorative spread on the February 2018 issue of IBC magazine, and our media partners will make it a night for the books.

“To be recognized by your peers is I think one of the greatest accomplishments you can have. I got a lot out of the insurance industry. It’s been very good to me and I’m pleased that I can give something back and be recognized for it.”

HRT INSURANCE CONSULTING INC.
PRESIDENT & CEO

**The First Insurance Funding of Canada Award for
Lifetime Achievement in the Insurance Industry, 2017**

SPECIAL THANKS TO OUR AWARD SPONSORS

