



Protection Review in discussion with PFS to launch national independent protection training Academy as part of new campaign to improve knowledge and understanding of the industry at all levels

Protection Review, the independent protection expert, is looking to team up with the Personal Finance Society to provide independent specialist protection training aimed at improving knowledge and understanding of the industry at all levels.

The training will cover all aspects of the market on an interactive basis including products, underwriting, claims, regulation, sales and technology and will make relevant reference to any current or future protection qualifications.

The campaign will be launched at the beginning of 2011 and will drive other Protection Review initiatives going forward including the annual conference, book, awards dinner plus a new improved website.

Fay Goddard, CEO of the Personal Finance Society (PFS), stated, "As the leading professional body for financial advisers, our mission is to guide the financial advice community towards higher levels of professionalism. The PFS is always keen to support initiatives designed to improve the quality of advice. We are in discussions with the Protection Review with a view to developing professional training for the protection market that will bring benefits to both advisers and their clients".

Co-funded by insurers and reinsurers the sessions should begin early in 2011 and will be open to anyone to attend including intermediaries, para-planners and life office staff as well as the media. Although product providers will be welcome to attend, they will not present nor influence the content of the training, which will remain independent and will be delivered by a range of presenters including intermediaries, independent experts and the Protection Review team.

Protection Review CEO, Kevin Carr, said: "The idea of unbiased protection training has been called for, and talked about, for as long as I can remember. One of our key aims is for this training to be delivered by independent experts, including intermediaries, with the core

purpose of improving knowledge and understanding of the protection industry, without promoting any specific products. We hope this initiative will continue to improve the protection industry of tomorrow.”

Peter Chadborn of IFA CBK Colchester said: ““With the exception of some good provider seminars and marketing material there is precious little protection-focused training available in the industry. Individual provider seminars are very welcome although they tend, naturally, to promote the wares of the host. There is therefore a need for well-informed, broad-ranging independent protection training, hosted by an unbiased source”.

The Protection Review team is currently building the training content and welcomes ideas and input from across the industry.

-Ends-

Notes to Editors

The information contained in the Protection Reviews press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at www.protectionreview.co.uk.

Media enquiries:

Kevin Carr	M: 07887 838811
Peter Le Beau	M: 07799 074020
Andy Couchman	M: 07831 295317

About Protection Review

Protection Review is the definitive annual review of the UK's multi-billion pound health and protection insurance industry. Established in 2003 by its co-chairmen Peter Le Beau and Andy Couchman, it includes industry research and consultancy as well as an annual book, monthly newsletter, conferences and the annual awards dinner.

About Personal Finance Society

The Personal Finance Society is the leading professional organisation for financial advisers and those in related roles. With over 27,000 members, it promotes the highest standards of professionalism by setting the standards for technical knowledge, customer service and ethical practice across the entire financial advice community. To achieve its aims, the Society provides its members with access to relevant qualifications, learning materials, support services and practical benefits.