

media release

Vero Expo a big hit for brokers

9 March 2007: Vero Insurance Limited (Vero) hosted its first expo on Wednesday 28 February 2007 at the RACV club in the Melbourne CBD. With over 200 brokers attending the Vero Expo, mainly from the Melbourne area, the event was rated a great success.

Vero Expo was an opportunity for brokers to attend quality training and information sessions that could complement their professional development requirements and assist them in day-to-day business operations.

With 12 exhibition stands showcasing the wide range of products and services, Vero's staff from 14 business units, were able to chat one-on-one with brokers to help them understand the value they could gain from each business unit. In addition, brokers could register to attend information sessions throughout the day on various topics.

Head of Broker Relationship Management at Vero Ms Christine Bell said the day was a great success as the Vero team was able to provide quality advice and training to brokers in areas they had advised were of interest.

"We have received some excellent feedback from brokers who attended. They said the exhibition area was easy to move around, and the day was very useful from a professional development perspective. Brokers appreciated that the training sessions were centered on their needs, rather than those of Vero.

"Brokers could visit whatever booths were most relevant to them, and could attend Vero's accredited training sessions," Ms Bell said.



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The training program included topics such as managing a safe motor fleet, direct marketing, growth by differentiation, cross selling, professional indemnity, and claims.

There was also ample opportunity during lunch and after the day to mingle and chat with a host of Vero contacts.

"This event highlights that Vero's focus remains on managing and supporting our brokers and the relationships we have with them," said Ms Bell.

- ENDS -

Editor's note

Vero Insurance Limited ("Vero") is a subsidiary of the Promina Group Limited, which is one of the top 50 companies listed on the Australian Stock Exchange. Vero, formerly Royal & Sun Alliance Insurance Australia Limited, has for many years been offering highly specialised solutions to its large range of customers.

Vero is one of Australia's largest intermediated general insurance companies and has 19 branches across Australia, providing a suite of quality specialised risk management products and services through brokers, corporate partners and risk managers.

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