

Managing  
General Agents'  
Association

**MGAA**

# MARKET PRACTITIONER MEMBER BENEFITS

FOCUSED ON DELIVERING  
VALUE TO MEMBERS



# Benefits of membership of the Managing General Agents' Association

## Background

The MGAA is the only UK and ROI trade association that represents, develops, educates and promotes the UK MGA market and its members.

Formed in 2011, the MGAA works to provide a better understanding of the role of MGAs and the contribution they make to the insurance industry, and to drive best practice in the sector.

We look to drive innovation and the highest standards within the insurance sector; creating a body that enhances sustainability, effectivity and authority of our MGA members.

Being a not-for-profit organisation, we always put the needs and aspirations of our members first.

Our Board includes a balanced and diverse representative of elected directors from the MGA community, supported by five dedicated committees and a full-time executive team.

The MGAA has a strong and vibrant Supplier membership providing products and services to members, plus a distinct and critical membership tier for Market Practitioners who either provide or arrange capacity for MGAA members.

## Our mission

**To relentlessly represent all our members, in the UK, Gibraltar and Republic of Ireland MGA markets, raising professional standards, enabling profitable growth and an increased understanding of the entrepreneurial dynamics of the MGA community.**

## What we do

The MGAA:

- Works proactively to improve the MGA sector's **professionalism**, stability and competitiveness
- **Promotes** the MGA sector through good PR and communications
- Seeks opportunities to promote and deliver **training, education and high standards** of products and services
- **Conveys the views** of its members to UK and European parliaments, government departments, regulators and other relevant insurance organisations
- Hosts a programme of member **forums** covering; Technical Underwriting, Technical Claims, Compliance & Governance and the Lloyd's market
- **Represents** members' interests in negotiations with bodies whose rulings, regulations or controls may impact members
- Sets **best practice guidelines** to assist members in ensuring the stability, security and reputation of their MGAs
- **Assists** insurance carriers that support MGAs to maintain the stability, security and reputation of their binding authority arrangements

As a Market Practitioner member of the MGAA, your interests will be fully represented in the sector and you will receive a range of benefits.

# Included with your membership



## Engagement and visibility

**With over 170 MGA members, the MGAA will give you a unique opportunity to engage this niche target audience.**

- Access to a strong growing network of selected and established MGAs who follow an industry-recognised code of practice
- Opportunity to both promote and test new products, wordings and processes with a key audience
- Participate and contribute to our technical underwriting and claims forums improving industry technical underwriting standards and technical subject understanding
- Opportunity to clearly convey your risk appetite and MGA strategy to a growing and experienced MGA community
- Participate in our Market Briefing programme by providing your insight for the membership into topical issues and challenges faced by the market. A mixture of online and face-to-face events
- Use of the MGAA logo as a badge of excellence, signifying your involvement with and support of the Association and MGA community
- Obtain direct relevant feedback on the development of new initiatives or product offerings
- Opportunity to raise awareness and profile amongst the MGAA member community via email campaigns, articles, blogs, newsletters etc
- Entry on our member directory – enabling MGAs to find you
- Flexible sponsorship opportunities aligned to your business strategy

## Networking and exchange of views

**The MGAA holds a range of events from member-only market briefings, to our flagship Annual Conferences with influential keynote speakers.**

**MGAA events are also CII accredited for CPD points, for your ongoing professional development.**

- Invite to our flagship, annual conference – network and build relationships with around 700 people
- Free participation in our Capacity Exchange – a platform to bring MGAs together with Market Practitioners to discuss risk appetite and capacity opportunities
- Free attendance at our Market Briefings – covering a variety of topics
- Access to networking events specifically organised for the membership
- Opportunity to attend Next Gen group, focusing on our future leaders
- Discounted rates for industry events e.g. ABI Annual Conference
- Host Lunch 'n' Learn sessions with topics aligned to your business strategy

# Included with your membership

## Information and insight

### Keeping you informed

- Dedicated market practitioner newsletter
- Online resources specifically designed for guidance and information for the MGA market
- Discounted access to our tailored online learning platform, MGA Assess – developed in collaboration with the CII to provide specific modules that are relevant to MGAs. A free 14-day trial is available\*
- Exclusive access to the member-only areas of the website including podcasts, resources and offers
- Preferential access to market research
- Preferential access to Association management information
- Access to the member directory allowing you to search for specific MGAs or Suppliers
- Regular information sharing on market regulation, practices and issues
- General bi-monthly newsletter keeping you up to date on activities
- Specific sharing of outcomes and actions through the Association's engagement with regulators and key industry bodies

\* Not currently accredited by the Insurance Institute of Ireland



# Included with your membership



## Giving you a voice

**We engage with regulators, policymakers and other key trade associations across the insurance market. We represent and take action to protect our members' interests.**

- Engage with FCA and other bodies to challenge directives
- Deliver regular Compliance Forums to highlight and discuss relevant issues
- Respond on behalf of members to FCA Consultations, discussion papers and questionnaires
- Publish Regulatory newsletter
- Annual open door event – FCA update members on upcoming plans
- Respond to members' queries on regulatory requirements
- Regular meetings with the ABI, BIBA and other bodies – gaining advanced warning on upcoming initiatives and actions
- Regulatory calendar available on the website – highlighting all key regulatory activity and deadlines

## Exclusive to members

**Access to preferential offers and discounted products and services – selected and negotiated by us on your behalf.**

Below is a sample of current offers:

- Discounted subscription to insurance publications
- Free PR consultation – to help deal with adverse client, social media or journalist enquiries
- Discounted SMCR Healthcheck
- Complimentary workshops on data, digitalisation and automation
- Discount on IT product build
- Free location intelligence consultation

Joining the MGAA is one of the most important decisions you'll make this year and also one of the most cost effective. Be a part of a community that works together to build this specific niche segment of the insurance market.

To become a Market Practitioner member, you must be an insurer or broker who facilitates capacity programmes for MGAs.

All of our members must align to the MGAA Code of Conduct as part of becoming a member.

For more information about any of these benefits, or to find out how the membership works please contact Mike Keating, MGAA CEO, [michael.keating@mgaa.co.uk](mailto:michael.keating@mgaa.co.uk)

# Promoting MGA members in 2021

## Website traffic



**Visitors**  
59,850



**Page views**  
270,447

## Events



**Market briefings**  
62



**Online events**  
1



**Face-to-face events**  
2



**Attendees**  
4,685

## Social media



**LinkedIn followers**  
4,649



**LinkedIn impressions**  
197,028



**Twitter followers**  
1,827



**Twitter impressions**  
96,565

## In the press



**Interviews**  
23



**Appearances  
in the press**  
85

