

Managing  
General Agents'  
Association

**MGA**A

# SUPPLIER 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 diverse MGA membership from small start-ups to large well-established MGAs, alongside a distinct and critical membership tier of 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 UK MGA sector through good PR and communications
- Seeks opportunities to promote **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
- **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 Supplier member of the MGAA, your interests will be both represented and promoted across 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 offer new products, preferential rates and bespoke schemes to our members
- First choice to participate in our Market Briefing programme, providing your insight for the benefit of the membership, offering solutions to challenges faced by the market, and topical issues. A mixture of online and face-to-face events
- Opportunity to raise awareness and profile amongst the MGAA member community via email campaigns, circulars, articles, blogs, and thought leadership papers
- Ability to consistently engage by providing news, articles, blogs and video for our website
- Contribute to the bi-monthly newsletter to highlight current initiatives or activities
- Contribute to the online directory to showcase your products and USPs
- Use of the MGAA logo as a badge of excellence signifying your involvement with and support of the Association and MGA community
- Link from profile page to your website
- Entry on our member directory – enabling MGAs to find you
- Flexible sponsorship opportunities to elevate your brand
- Obtain direct relevant feedback on the development of new initiatives or product offerings

## 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.**

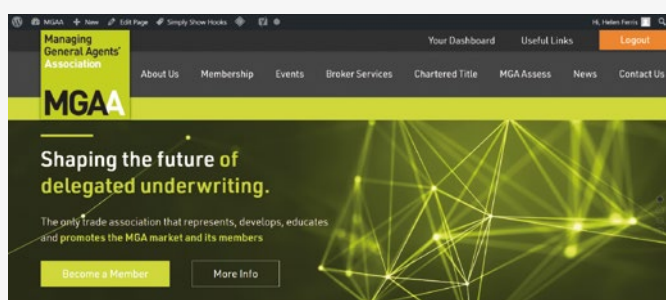
- Invitation to exhibit at our flagship, annual conference – showcase your products and services, network and build relationships with an audience of over 700 people
- Free attendance at our Market Briefings – covering a variety of topics
- Access to networking events specifically organised for the membership
- Attendance at the FCA open door event
- Opportunity to attend Next Gen group, focusing on our future leaders
- Discounted rates for industry events e.g. ABI Annual Conference
- Participate in lunch n learn sessions on market topics
- Participate in our regular forums focusing on Technical Underwriting, Technical Claims, Compliance and the Lloyd's market

# Included with your membership

## Information and insight

### Keeping you informed

- Exclusive access to the member-only areas of the website, including podcasts, resources and offers
- Bi-monthly newsletter keeping you up to date on activities
- Online resources specifically designed for guidance and information for the MGA market
- Discounted access to our tailored online learning platform, MGA Assess – developed jointly with the CII with specific modules relevant to MGAs. A free 14-day trial is available
- Preferential access to market research
- Access to the member directory allowing you to search for specific MGAs or Market Practitioners
- Regular information sharing on market regulation, practices and issues



# Included with your membership

## Representing the MGA community

**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 FCA and other bodies – gaining advanced warning on upcoming initiatives and actions
- Regulatory Calendar available on the website – highlighting all key regulatory activity and deadlines
- Regular liaison with other key trade bodies and Lloyd's

## 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 some insurance publications
- Free PR consultation – to help deal with an adverse client, social media or journalist enquiries
- Access to digital insurance distribution platform
- Discount on IT product build
- Discounted outsourced HR services
- Complimentary workshops

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 Supplier member, your business is able to offer market-leading products or services, which further the business of 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 Helen Ferris, Head of Communications and Digital Strategy at the MGAA, [helen.ferris@mgaa.co.uk](mailto:helen.ferris@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

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