

MAKE THIS YOUR MOST

productive BIBA EVER

Regional independent brokers are hugely appealing to insurers



This is crucial. You represent the greatest opportunity to everyone at BIBA, so utilise this to your advantage. No matter the size of your business you should feel confident when approaching even the biggest insurers, as you have something incredibly valuable and desirable to offer.

Make sure you clearly have in your mind what you're asking for



Know before you arrive what it is that your business needs. Whether it's greater access to bespoke products, enhanced commissions, increased profit share, better terms of credit, or access to better or new service providers, figure out a plan of action on what you want from each person you plan to talk to.

Get those appointments in the diary...



Get ahead of the game. Now is the time to start filling your diary and get meetings pinned down so that you can stride into day one with confidence.

Use us for your introductions



We have strong relationships with most of the exhibitors at BIBA – make use of this and use us to get in front of the people who you want to speak to.

Have your elevator pitch ready



You have 20 seconds to describe your business in a compelling way... go! An 'elevator pitch' simply refers to a succinct, engaging way of describing your business. It shouldn't last longer than 20 seconds and needs to appeal to everyone. You don't need to worry about including lots of detail: leave your audience wanting to know more.

Look at that pitch through the eyes of your audience



What are the key points that your audience will take away from what you're saying? Think about the types of people that you are likely to speak to, such as insurers, suppliers and fellow brokers, and consider what sort of high level appeal each of those audiences might be looking for.

Deliver with passion



We're not talking about breaking into song, but if you care about what you do, show it. It demonstrates that you're serious about your business and you're someone who is worth working with.

First impressions count



Make an impact. With just 48 hours or less at BIBA you're not going to have all of your prayers answered at the event; so make sure that you leave a positive lasting impression.

Stand out with your ideas



What will you leave behind with the people you're speaking to? Make a positive lasting impression so they remember you when you make contact after BIBA has finished.

Leave the hard sell at home



This may seem counter-intuitive, but BIBA is not the time or the place to go in for a hard sell. This environment should be reserved for making new connections and discussing how you can help each other. You should aim to make the people you're talking to feel comfortable and interested in hearing more; selling is likely to put them off.

Commit and deliver



This goes for at the event and afterwards – do what you say you will, on time, every time, to create the right experience for insurers and suppliers. If you've made appointments, it's essential you keep to them.

Don't be afraid of silence



Leave gaps in the conversation to allow the other person to speak. This may feel awkward at first, but it will actually make you seem confident, assured, and interested in what the person you're talking to has to say.

Network like crazy



Don't just go through the motions. If you give something of yourself to each person you meet, you're likely to get something back. Make each interaction count.

Do your homework



It might be a cliché, but failing to prepare means preparing to fail. Make sure you look through BIBA's reading material ahead of the event, decide who you want to see and get appointments booked in. If you encounter problems with making any appointments, talk to us and we'll help.

If you would like extra information on anything specific before BIBA – for instance, what on earth an 'elevator pitch' actually is – just get in touch. We're here to help.

These tips are just the start of what Broker Network has to offer on the day – if you'd like us to help with introductions or would just like to see a friendly face, head to stand G50 to say hello to the team and see how we can be of service.