

# LMF LONDON MARKET GENERATIVE AI WORKING GROUP

7th February 2024



## POLLING RESULTS

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## Collaboration

To understand and discuss the latest developments on AI relevant to Insurance and Broking

Connect with like-minded people who want to know what use cases they are trying to solve in their origination.

Best practices governance and responsible AI adoption commons industry standards

## Learning, networking.

Find out what other people in the market are up to and where they are in the journey

Learn from other experts and experiences  
Future of insurance impacted

See progress made in ai so far and what the future looks like for this technology

To see what the market is doing

## Market awareness, networking

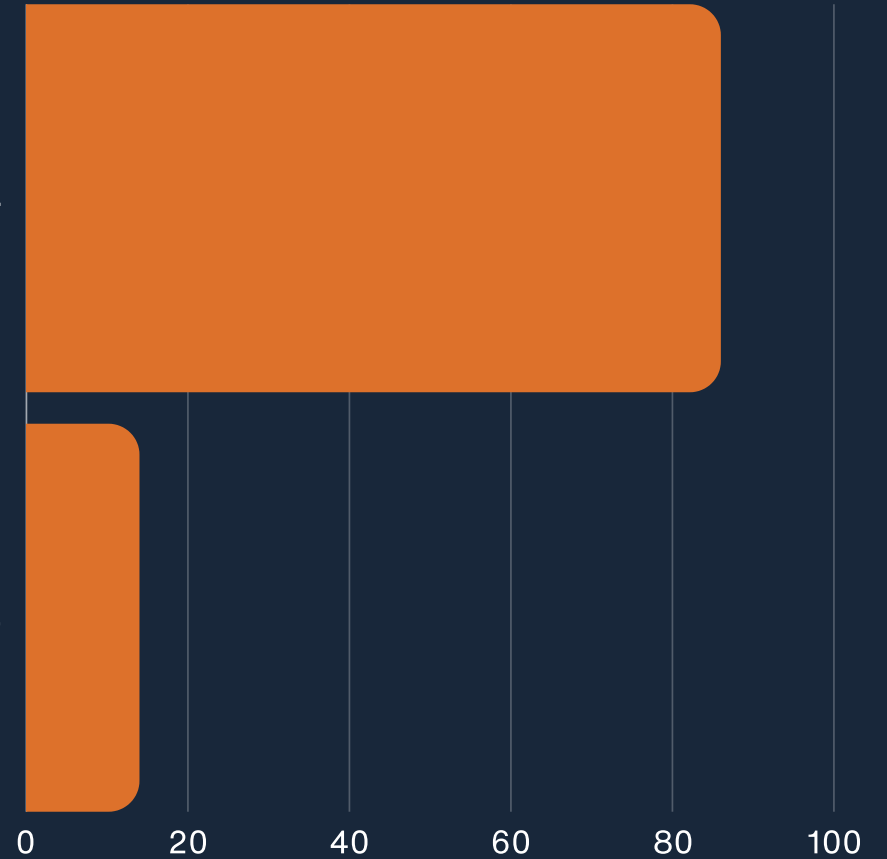
To understand the ambitions, needs and concerns about using GenAI in insurance

Application of Gen AI on the insurance value chain

Learning - both technical and domain-focused Making contact

A type of artificial intelligence that can generate new content based on learned patterns.

A type of artificial intelligence that only uses pre-existing data to make predictions.

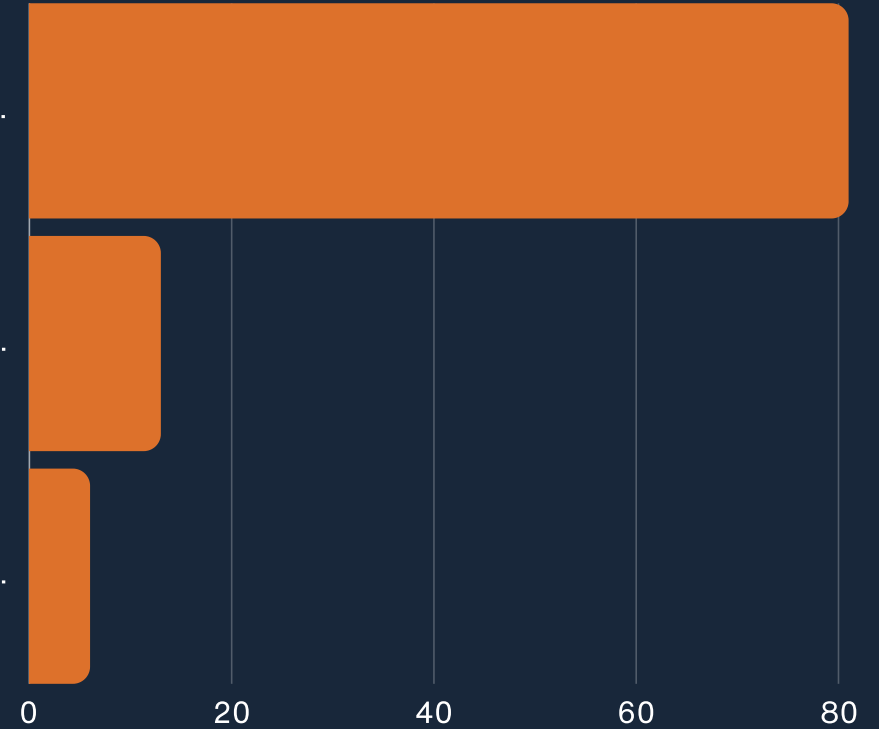


# How can Generative AI be applied in the London Insurance Market?

By analyzing data to make predictions and improve decision-making in various insurance processes.

By automating the entire insurance market and removing the need for human involvement.

By focusing solely on marketing and advertising strategies in the insurance market.

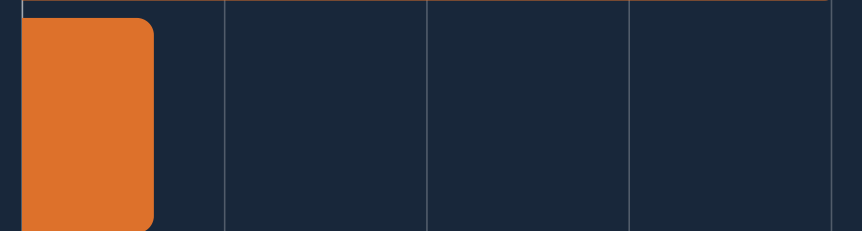


# What are some challenges of using Generative AI in the London Insurance Market?

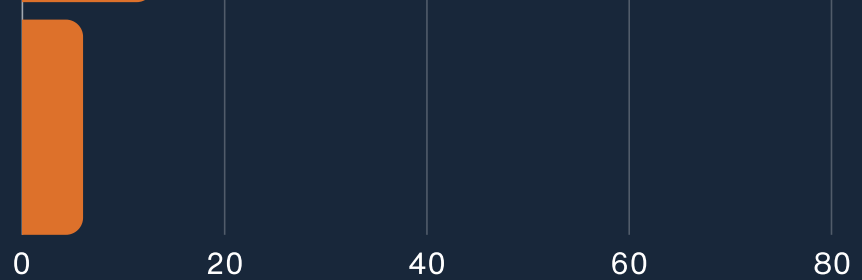
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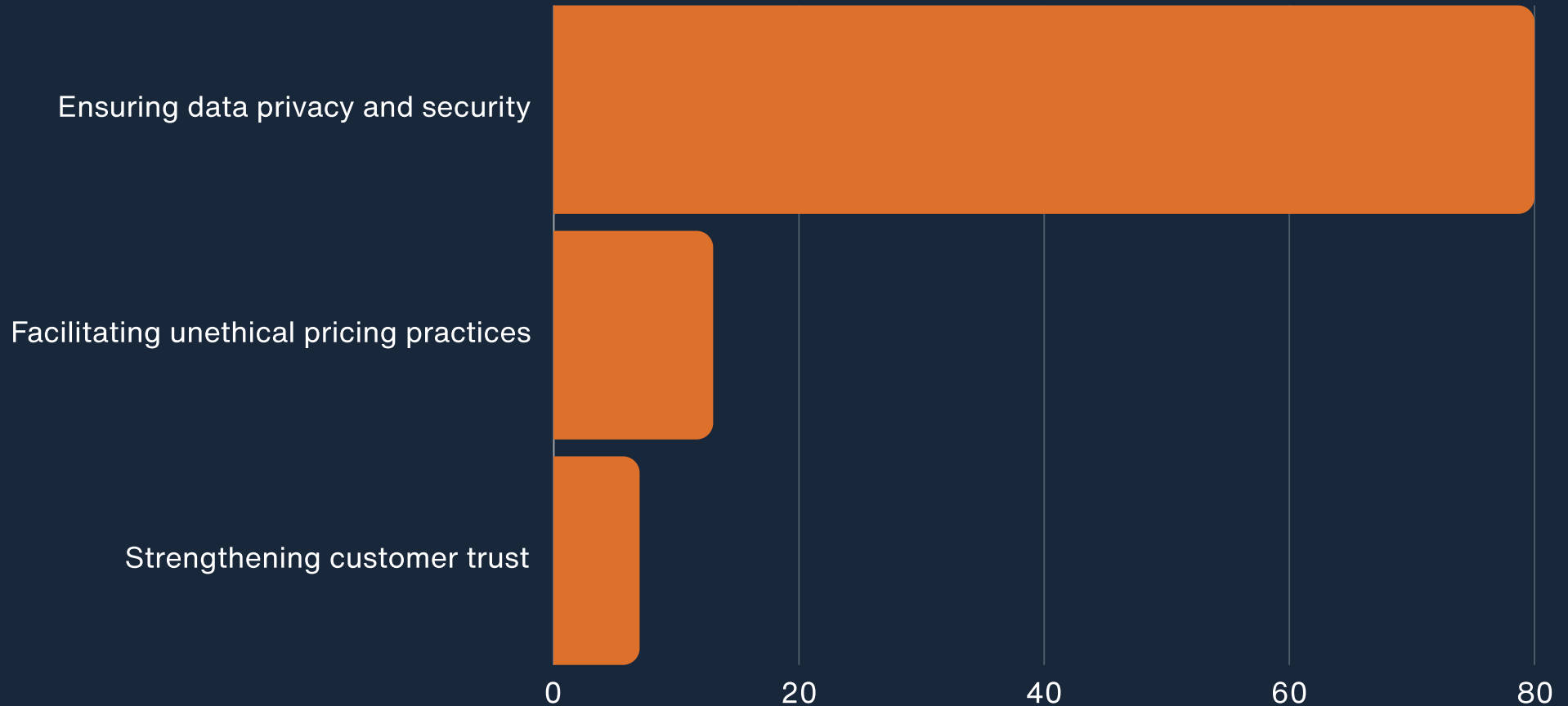
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# What are some potential benefits of using Generative AI in the London Insurance Market?





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