



THE 5<sup>TH</sup> LONDON  
MARKET PEOPLE  
AWARDS

25<sup>TH</sup> FEBRUARY 2021

& Salsa **NIGHT**



# THE 5<sup>TH</sup> LONDON MARKET PEOPLE AWARDS

25<sup>TH</sup> FEBRUARY 2021

**IT'S TIME TO  
RECOGNISE OUR  
MARKET STARS!**

## “THE FRIENDLY AWARDS”

You are warmly invited to the 5th Annual Market People Awards on Wednesday 25th February 2021, brought to you by LMForums, the networking and thought leadership group for insurance professionals and those supplying this important trading community with valuable products and services.

Each year, LMForums brings professionals together from all contingents of the Market to recognise individuals, teams and companies who have made an outstanding contribution in the industry. This year, our Awards will take on a sparkling Latin American theme, as we bring you our Salsa Extravaganza and the rhythms of South American ring out across the Ball Room of the Leonardo Royal Hotel, Tower Bridge. Lights, sounds, camera, action!

The Market People Awards have become a highlight for many professionals and firms across this unique trading environment. We operate a genuinely fair, open and transparent online nomination system, allowing any person, be they a frontline practitioner, a Chief Executive, a graduate or someone working for a supplier, to nominate an individual, team or company. Six independent senior level Market executives will then assess all nominations and select our worthy winners. They will be presented with one of our coveted trophies and will feature in our Market People Awards Hall of Fame.

We invite you to join us for a very special evening and you'll be sure of a very warm welcome. Read on for details of tables and Award sponsorship opportunities.

Join us today at [WWW.LMFORUMS.COM](http://WWW.LMFORUMS.COM)  
Contact Us : 0203 551 9188 | [info@lmforums.com](mailto:info@lmforums.com)



London's  
Air Ambulance  
Charity

### LMFORUMS NOMINATED CHARITY

LMForums is delighted to announce that it has selected London's Air Ambulance as its nominated charity. At this year's Market People Awards, we'll be supporting this incredible charity. London's Air Ambulance delivers an advanced trauma team to London's population 24 hours a day.

Using a helicopter from 08:00 to sunset, and rapid response cars at night or in adverse weather situations, London's Air Ambulance brings the hospital to the patient when time is critical. They perform innovative and potentially life-saving procedures usually found in the emergency department on-scene. The team can perform treatments such as open heart surgery, blood transfusions and general anaesthetic by the roadside.

By providing intervention as quickly as possible after injury, LAA aim to give patients the best chance of survival, and best quality of life, after trauma.

They serve the 10 million people that live, work and travel within the M25, treating an average of five patients every day. Join us on 25th February and let's raise much needed funds to enable them to continue their valuable work in the community in which we live and work.

[www.londonsairambulance.org.uk](http://www.londonsairambulance.org.uk)





## REASONS TO SUPPORT THE MARKET PEOPLE AWARDS

Our Awards have gained great respect in the community; we recognise real people doing important everyday jobs right across our sector. This event will place your brand firmly in line with the excellence and outstanding performance of our nominees and winners

Creates an exceptional opportunity to bring together your clients, business partners, prospects and colleagues from across the insurance sector for a fun filled dazzling Black Tie event, in the heart of the City of London, where the stars are the people working in our community

Be part of an incredibly high profile Market event, where you can meet new people from a wide range of companies and be associated with those who are making a real difference in the sector

Help raise much needed funds for our nominated charity, London's Air Ambulance, through participating in our amazing Grand Prize Draw and auction - hopefully you'll win some incredible gifts and experiences

### SPONSORSHIP AND PRICES

Whole Table – 10 places £4,995 + VAT ((includes brand promotion & award presentation)

Half Table – 5 places £2,995 + VAT (includes brand promotion)

Individual seats - £399 + VAT

These prices exclude VAT and include drinks during gala reception, an amazing four course silver service dinner with wine/beer/soft drinks, live entertainment, music and a lot of fun too!

Join us for a night to remember and associate your brand with the skill, dedication and contribution made by professionals across the London insurance Market. To reserve your place or for more information, email us now at [info@lmforums.com](mailto:info@lmforums.com) or call us on **+44 (0) 203 551 9188**

## HIGHLIGHTS

### BY HOSTING ONE OR MORE TABLES AT THIS YEAR'S MARKET PEOPLE AWARDS, YOUR COMPANY WILL BE ENTITLED TO:

- A spectacular complimentary gala drinks reception to welcome your guests between 6.15pm - 7.15pm, with our guest entertainer adding some colour to the proceedings
- Your own beautifully decorated and themed table for up to 10 persons, with four course luxury banquet and wine/beer/soft drinks from 7.30pm -11.30pm
- Choose your own guests or we can help do that from our extensive membership – we'll work with you to select the right people for your business
- Your company branding will feature on our promotional materials being distributed to thousands of professionals across the Market, via multiple media channels used to reach our members. Your logo will also appear in the official programme, given to every guest at the event and in various places at the venue
- Your branding on our photo-wall wall at the venue, where all the attendees will be snapped by our very own paparazzi upon arrival. You will be entitled to copies of these photos to use for later social media and publicity purposes
- Your brand being associated with these prestigious awards, where you can present a beautiful trophy to one of the winners on the stage, at our compered ceremony
- Participate in the winner selection process in conjunction with a panel of fellow judges from across the Market - limited places available
- Stay on for our "After Party" from 10.30pm -11.30pm, where our lively music will get even the most left footed person tapping their toes - unlimited wine, beer and soft drinks included
- A fun filled glitzy night with live music, entertainers and the chance to celebrate success with your clients, prospects, business partners and colleagues



# EXPOSURE & ACTION PLAN 2020/2021

**P**articipating in the Awards is an incredible way to ensure your brand is associated with excellence and professionalism in the London Insurance Market; the workplace of 53,000 professionals. Our sponsors will enjoy brand publicity over many months, both in the lead up to the Awards and afterwards, through our various media platforms.

## AUGUST

- Awards formally announced to LMForums Members and the whole Market
- Postings on LinkedIn, Twitter, Instagram and the LMForums website
- Logos of the brands signed up as sponsors at this time will be included in such announcements
- Invitations created, with sponsors' branding. Available from LMForums, upon request

## SEPTEMBER

- Nomination process opened - messages distributed to all LMForums and wider London Market.
- Sponsor's brands included in the announcement to 8000+ professionals
- Standard monthly social media announcements

## OCTOBER

- Marketwide promotion of Awards and "nomination process now open" status
- Start the process of inviting key personnel from the Market
- Initial consultation with our sponsors over their likely guests lists - LMForums to offer "backfill" service

## JANUARY

- Winners' trophies ordered
- Official Awards Programme produced, containing sponsors' branding
- Photowall produced, displaying sponsors' branding
- Specialist livery materials produced for those firms sponsoring the drinks reception and Winners' After Party

## NOVEMBER

- Email and social media blasts across all channels, with sponsors referenced.
- Resharing of social media posts made by sponsors, attendees and Practitioner Members of LMForums.
- LMForums website Awards landing page updated to reflect latest news and sponsors

## FEBRUARY

- Market wide announcement - the Awards are upon us!
- Full coverage from the night across all channels
- Photographs available for our sponsors to use
- Posting on the main LMForums website and LinkedIn - with full brand coverage
- Coverage in the Market People Magazine - 20K circa

## DECEMBER

- Announcement on social media and by email that nomination process closes on 7th December
- Judges meet on or around 10th December to select the winners
- Winners and those highly commended notified
- Promotional materials for the evening, containing sponsors' branding, produced





# BRAND EXPOSURE

In the London Insurance Market, the success of a brand is frequently still measured by the amount and style of interaction with the community. Supporting the Market People Awards gives you the ultimate opportunity to reach a wide span of our population over several months and been seen to be supporting those who make this Market a global success.

**25,000 PROFESSIONALS**  
MARKET REACH

**HIGHEST CONCENTRATION**  
OF SPECIALIST INSURANCE  
PROFESSIONALS IN THE WORLD  
BASED IN THE LONDON MARKET

**600 TRADING FIRMS**  
MARKET ENGAGEMENT

**OVER 200**  
**MARKET PEOPLE**  
ATTEND ON THE NIGHT

**20,000+ PEOPLE**  
REACH OF MARKET PEOPLE  
MAGAZINE

**SOCIAL MEDIA**  
POSTS REACHING THOUSANDS  
IN THE LEAD UP, DURING AND  
POST THE EVENT





## AWARD CATEGORIES:

- CLAIMS PROFESSIONAL/TEAM OF THE YEAR
- BROKING PROFESSIONAL/TEAM OF THE YEAR
- UNDERWRITING PROFESSIONAL/TEAM OF THE YEAR
- RISING STAR OF THE YEAR
- MARKET INCLUSION & DIVERSITY CHAMPION
- YOUNG PERSON OF THE YEAR AWARD
- OUTSTANDING CONTRIBUTION TO TECHNOLOGY & INNOVATION
- OUTSTANDING CONTRIBUTION TO HUMAN RESOURCES & L&D
- OUTSTANDING CONTRIBUTION TO INDUSTRY TRANSFORMATION
- OUTSTANDING CONTRIBUTION TO OPERATIONS & CHANGE
- OUTSTANDING CONTRIBUTION TO LEGAL & COMPLIANCE
- REINSURANCE PROFESSIONAL OF THE YEAR
- MARKET PEOPLE – OUTSTANDING CONTRIBUTION AWARD
- MARKET PEOPLE - LIFETIME ACHIEVEMENT AWARD
- LONDON MARKET ADVISORY SERVICES SUPPLIER OF THE YEAR
- LONDON MARKET TECHNOLOGY/INNOVATION SUPPLIER OF THE YEAR AWARD
- LONDON MARKET HR & L&D SUPPLIER OF THE YEAR AWARD
- LONDON MARKET LEGAL SERVICES SUPPLIER OF THE YEAR AWARD

**Six judges from across the Market will assemble in mid December to review the nominations and select the ultimate winners.**

## SHOWTIME

If you're looking to create some fond memories with friends, clients and prospects, then the Market People Awards will not disappoint and we've a new home this year; the Ballroom at the Leonardo Royal Hotel St Paul's, Tower Hill. Each year our annual spectacular has a distinct vibe and this year will see a South American theme; we'll have the latin rythems ringing in your ears for days.

Our Awards Dinner Show will feature leading artists, singers and dancers to bring the "show" to EC3. There'll be colour, lights, music and maybe a few surprises along the way!

After you've enjoyed some incredible cuisine, brought to you by a team of talented chefs and seen eighteen very worthy winners pick up their sparkling trophies, the evening will continue with music, laughter and dancing, until 11.30pm. Enjoy wines, beers and soft drinks right up to the end of the evening. Our guests tell us that it is one of the most fun nights in the London Market, so join us and create some lasting memories with your colleagues.

We take great pride in putting on a wonderful evening for our friends across the Market and we invite you to be part of it. This is an opportunity to be part of something very special; we know that you'll be talking about it for some time to come.

Let the celebrations begin!





THE 5<sup>TH</sup> LONDON  
MARKET PEOPLE  
**A W A R D S**  
25<sup>TH</sup> FEBRUARY 2021

Join us for a spectacular evening on **25th February 2021**  
commencing at **6.15pm at the**



**LEONARDO ROYAL LONDON ST PAUL'S**  
**10 GODLIMAN STREET, LONDON, EC4V 5AJ**



market | people  
magazine

**[www.lmforums.com](http://www.lmforums.com)**

**info@lmforums.com | 0203 551 9188 | Level 30, The Leadenhall Building, 122 Leadenhall Street, London EC3V 4AB**