



Euler Hermes UK Broker Academy

A guide to courses in 2015 / 2016



Our investment in you

The Euler Hermes UK Broker Academy continues to run courses for different levels of experience and on different subject areas. Whether you are a Specialist Broker looking for Euler Hermes product training, an insight into our Commercial or Risk underwriting philosophy or an understanding of our Claims process ... or you are a Non Specialist intermediary seeking to gain an overview of the benefits of bringing credit insurance into your suite of products ... there is something for everyone.

Following the very positive response to our Export course, we are delighted to offer again the opportunity for Specialist Brokers to learn from the wealth of experience of our partner Janet Phillips.

And this year you will find details of the number of hours of structured training you will receive from each course, to assist you in completing your CPD records.

We welcome your support for this programme and look forward to seeing you at a training event soon.

Kind regards

Melissa Dowle .



Melissa Dowle
Commercial Director



Training programme for Specialists and Non Specialists in Credit Insurance

We have designed our training programme to suit your and your clients' needs, based on your level of experience and desire to address the various needs of your clients.

Broker Partner	Type and level of training	CPD hours	Trainers
Specialist Broker Partners	Advanced - Level 3 Expert seminar	3 hours	External speakers / Euler Hermes In house experts
	Intermediate - Level 2 Technical training and Underwriting Philosophy	14 hours	Euler Hermes In house experts
	Intermediate - Level 2 Risk Analysis and Claims Assessment	7 hours	
	Beginner - Level 1 Introduction to Credit Insurance and Euler Hermes UK	5 hours	
	Beginner - Level 1 Introduction to Export	6 hours	External speakers
Non Specialists	Tailored on the job training / support and guidance	Various	Euler Hermes Credit Insurance Consultants
	Introduction to the Principles of Credit insurance	5.5 hours	The Insurance Training Partnership

Registration

To apply for one of our courses, please contact:

Specialist

Liz Jackaman: liz.jackaman@eulerhermes.com

Non Specialist

Your Euler Hermes Credit Insurance Consultant or your Allianz Business Developer



Expert Seminar

Objectives

Each year we aim to offer our key broker partners an informative seminar focusing on a topic of current interest to the credit insurance market. For 2015 we have chosen the important fields of digital marketing and website management.

Content

The seminar will look at key aspects of online marketing using live examples of proven digital marketing methods including:

- Search engine marketing
- Marketing automation
- Social Media
- Website management
- Analytics

Speaker

An experienced Digital Marketing Specialist.

Duration and location

10:00 to 14:00, including refreshments and a light lunch.
Held at our offices in Canary Wharf.

Broker category

Top Specialist brokers (by invitation only)



Specialist
Advanced

Technical Training and Underwriting Philosophy

Objectives

This course builds on the basics covered in our Level 1 course. It gives an understanding of some of the more advanced technical aspects of our policy and offers an insight into our underwriting philosophy.

Content

The course uses a combination of seminars and practical exercises to cover the following topics:

- Refresher on product types and cover
- Technical training on selected policy conditions and enhancements, including:- *Pre-Despatch Cover, Retention of Title / Salvage, Third Country Risk, Consignment Stock, Assignments & Bankers/Factors Endorsement, Turnover declarations, Cover under Limit Reductions, Temporary Policy Extensions*
- Structure and functions of Risk and Commercial departments, case studies illustrating our current Commercial underwriting stance and the importance of cash flow in risk analysis.

Speakers

Our Lead Commercial Underwriting Manager and Technical Training Manager.

Duration and location

2 full days including refreshments and a light lunch each day.

Held at a London hotel. An overnight stay at the venue or nearby is recommended as the course includes a dinner on the first night which is attended by representatives of Euler Hermes UK's senior management.

Broker category

Specialist brokers with at least 6 months experience in the credit insurance industry.

Specialist
Intermediate



Risk Analysis and Claims Assessment

Objectives

Brokers can gain first-hand experience of the work of a Risk Underwriter and will understand how to get the best service out of our Claims process.

Content

The course uses a combination of seminars and practical exercises to cover the following topics:

- Introduction to financial analysis techniques:-
Balance sheet terminology, Abbreviated Accounts / Audited Accounts, Performance Ratios
- Case study exercise to illustrate the depth of our risk analysis
- Overview of the Claims process
- Basic principles of assessing a claim
- Practical claims example for delegates to try their hand at the job of a Claims assessor

Speakers

A Senior Risk Underwriter and Senior Claims Assessor.

Duration and location

1 day from 09:00 to 17:00, including refreshments and a light lunch.
Held at a London or Manchester hotel.

Broker category

Specialist brokers with at least 6 months experience in the credit insurance industry.



Specialist
Intermediate

Introduction to Credit Insurance and Euler Hermes

Objectives

This course is designed to give a basic understanding of our whole-turnover credit insurance product and added-value services. It also provides an awareness of our other product offerings.

Content

The training covers the following subjects:

- Introduction to Euler Hermes UK
- Why companies sell on credit terms
- Where we fit in and what we cover
- Our customers and distribution channels
- Main policy variables
- Key policy terms and conditions
- Policy types
- Euler Hermes Group facts and figures

Speaker

Our Technical Training Manager.

Duration and location

From 10:00 to 16:00, including refreshments and a light lunch.
Held at our offices in Canary Wharf.

Broker category

Specialist broker staff who are new to the credit insurance industry.

Specialist
Beginner



Introduction to Export

Objectives

This one-day programme will introduce brokers to the world of their exporting clients. It gives a brief overview of terminology, mechanics and payment procedures common in international trade, linked to the vital contribution made by Euler's credit insurance policies to existing (and potential) exporting customers.

Content

- the essential differences between trade in the domestic market, across the EC and with non-EC markets
- export functions and the identity of a typical exporting company
- important contracts in an exporter's life
- key support services used by exporters
- the core export documents and their broad function
- main international payment options
- the mechanics of letters of credit.

By the end of the course participants will be armed with the basic knowledge necessary to understand export arrangements discussed by customers and will see where credit Insurance can assist business transactions in export.

Speaker

Janet Phillips (Janet Phillips Training Ltd)

Duration and location

1 day from 09:30 to 16:30

Held at a London hotel.

Broker category

Specialist brokers who are new to Export business.



Specialist
Beginner

Tailored on the job training support and guidance

Objectives

This course is aimed at commercial staff responsible for generating new business prospects or contacting existing clients prior to renewal.

Content

This on the job training considers how profit in a business is generated and uses this to illustrate how Credit Insurance can be used to support growth and expansion and avoid the impact of bad debt over a period of time.

- How the current economic conditions are affecting business
- The impact of future trading prospects
- Why a bad debt can be so detrimental for a business
- Coping with ongoing expenses
- How Credit Insurance can be used to maintain profitability
- The benefits of Credit Insurance
- Information needed to get a quote for your client

Those who take part will benefit by understanding where a client or prospective client might be experiencing financial difficulties and how Credit Insurance can be used to transfer financial risks.

Speaker

Experienced Credit Insurance Consultants will explain the cover found in a typical policy and how this could operate in practice.

Duration, location and training approach

Examples will be used to demonstrate the need for Credit Insurance. Marketing and supplementary materials will be provided on the day, and a one page reference template provided to capture clients information. Training will be given at either Euler Hermes or your own office.

Broker category

Non Specialists including General Commercial Brokers and is suitable for anyone with more than 3 three years experience of commercial insurance.

Non
Specialist



Introduction to the Principles of Credit Insurance

Objectives

This module is designed for anyone who is working with SME clients and wants to understand the basic principles of Credit Insurance, understand its benefits and how to discuss these with clients.

Content

The module explains how Property, Liability and Business Interruption covers are related to Credit Insurance and explores these connections with interactive case studies to find the information needed to provide a Credit Insurance quote.

In a series of exercises the effect of market uncertainty and the following concepts will be outlined:

- The UK economic outlook
- Insolvencies, administration and receivership
- Buyer limits, international trade and management decisions
- Financial risk transfer
- Payments and claims

Speaker

The Insurance Training Partnership's training consultants, as used by Allianz Group companies AGCS, Allianz Commercial and Allianz Ireland.

Duration and location

1 day, from 09:30 to 16:00 including refreshments and a light lunch.

Held at either Allianz, Euler Hermes or Brokers offices

Broker category

Non Specialists including General Commercial Brokers and is suitable for anyone with more than 3 three years experience of commercial insurance.



Non
Specialist



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Euler Hermes UK is a branch of Euler Hermes Europe S.A. (N.V).