



# International Institute of Loss Adjusters

## Publication and Publicity Committee Report to AGM.

Gentlemen

I have pleasure in submitting the Report of the Publication and Publicity Committee for consideration of the Member's in attendance at the IILA Annual General Meeting.

Our Mid Term Report touched upon the fact that as a Committee, we had not been able to produce the silver bullet that would provide answers to address the many issues which confront the IILA's ability to be heard within the global insurance community.

As a fundamental policy position, the Publication and Publicity Committee believes that the IILA must lift its profile within the global insurance community. The achievement of this basic objective will enable us to encourage new members while at the same time provide us with a platform to champion the cause of cross cultural experiences.

We believe that our primary purpose is to act as a forum for the exchange of ideas and experiences and while the annual Convention has traditionally been the main interface for members, we believe that the IILA's website offers us a primary source for distribution of IILA material.

Unlike other internationally orientated professional bodies, we believe that the IILA has a unique capacity to actually provide a forum interface. It's our view that we can and should encourage our members to use the site as a means for reporting on their respective markets and more importantly, the status of the professional associations in their respective markets.

We had initially thought that an informational template could be developed for each current "Region", in which the incoming RVP's could respond to a variety of bullet point questions in respect of the structure of their respective markets, focusing firstly on the structure of the Insurance Industry itself, followed by advice concerning the regulatory processes. Over

time, we believed that these market bulletins could be expanded to include specific markets within the broader Regions.

Our motivation for conceiving this approach arose due to the fact that in our experience, many of the developing markets appear to be poorly reported internationally. As we see our member's unique knowledge of their respective Regions as being one of the key areas where IILA can contribute to the global insurance knowledge bank, it would clearly present us with a point of differentiation from other organisations within the International space.

Over time, this resource would represent a unique reference tool, both for those who may need to engage with a specific market, as well as those within a developing market looking for benchmark governance standards.

We particularly think that this database should focus on Conduct Codes and Service Standards for Loss Adjusting organisations throughout the world, to better enable the IILA to draft a Code that would be seen as world's best practice.

We would also like to see each RVP refer at least one interesting article from their local Regions on an annual basis, that could be co-hosted on our website (interpreted into English as the standard) for the information of all. To our knowledge, there is no existing resource of this type and it would seem to be an ideal niche for the IILA to explore.

In terms of the first initiative, that is the Regional Informational database, rather than begin with a potentially massive undertaking, we believe that in the first instance, a more simple summary should be prepared as in the example titled "Regional Industry Database".

The simplicity of this approach should ensure that we are able to compile a reasonably thorough sampling of Industry structures within a relatively short period of time. From there, we believe that the list of linkages could be gradually expanded, with provision for all Codes of Conduct and/or Service Standards to be included.

In terms of the sourcing of articles appropriate for our site, we believe that these are best sourced from local Institute or Insurance Industry publications, that would not otherwise be immediately accessible. We will engage with the incoming RVP's to identify the likely sources and put in place appropriate agreements with the host publishers. Rather than contact potential sources directly, we will leave that to the RVP's, who may in any event gain some kudos by being able to represent the IILA at a local level.

**Brent Demnar**  
Chairman Publication and Publicity Committee