



## ORBIT Education Days a Huge Success



**ORBIT's 2012 Real Time Education Days - *Fast Forward to Financial Succe\$\$*** were our biggest and best education days yet! The RIBO accredited event saw 190 brokers, carriers, vendors, industry partners and friends come together at the events in Toronto, Kingston and London from May 29<sup>th</sup> to May 31<sup>st</sup>.

The three (3) days were filled with plenty of learning, lots of networking opportunities and eye opening insight into what participants in the broker distribution channel need to think about in order to retool their brokerage for the future.

The event featured exceptional speakers, including Brian Bartosh from Top O' Michigan Insurance and Cal Durland from ACORD, leaders in Real Time in the U.S.. Brian's feature presentation was "A Visit to the Brokerage of the Future" and Cal's presentation was on "Real Time: Make the Deal, Save Time, Increase Profits".

Brian shared that the change in **how** we do business is crucial due to economic and industry changes, increased competition, digital age communication and the changing expectations of the consumer. In order to be successful, improve our retention, grow our business, increase operational profitability and improve our productivity, we need to better utilize technology. Brian's demo showed how he was able to cut down the time to provide a quote from 60 to 18 minutes by utilizing the Real Time technology available today. The Real Time transactions caused a jaw dropping reaction in the audience.

Cal Durland's presentation reiterated that in order to provide clients with choice, brokers need systems that connect to all carriers. The efficiency of using one best practice workflow and having carriers and solution providers incorporate standards into their systems, saves time and allows brokers to refocus their staff on the job of sales. This leads to higher retention and ultimately to more time for brokerages to develop and foster a sales culture.



The event also featured industry experts from Applied Systems, Power Broker, Keal SigXP, Keal ComXP, Policy Works, and Brovada's NexCenter who showed Real Time demos on what's available today and what's coming in the future. A broker panel consisting of brokers using different broker management systems answered questions from the audience regarding the Real Time workflows in their offices.

Feedback collected from the event indicates that presentations and demo sessions were very valuable. Presenters hope to have inspired the industry to help move Real



Time forward in brokers' offices. As one excited broker put it: "I have over 20 points to go back to the office with!".

Wendy Watson, president of **ORBIT**, was excited to announce at the event that **ORBIT** will further increase education content it provides to its members by launching an online education center as well as providing RIBO accredited webinars this fall.

### **About ORBIT**

**ORBIT** was formed in 2009 with a clear mandate in mind: to facilitate collaboration and education between all stakeholders in the broker distribution channel, for the advancement of Real Time, once and done transactions, to drive efficiencies by way of best practices workflows, following industry standards.

**ORBIT** is a safe place where all stakeholders come together and leave their politics at the door, to work towards a common goal. **ORBIT** believes that all Real Time workflows must promote single-entry, multiple-company interface with insurance companies.

**ORBIT** represents 4,820 insurance brokers, with over \$4.8 billion in premium volume in the property and casualty insurance industry.

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