



Income Protection Awareness week

The purpose of this year's IPAW week was to keep the message simple –

The essentials session concentrated on improving client understanding to ensure a successful claim,

The Self-employed session looked at this underserved sector of the market and positioned some simple ideas to aid understanding to help clients choose a suitable product,

The true Value session, focussed on incorporating IP into the advice process as part of an holistic approach to protection that includes life, CIC, FIB and Ip.

The recordings will be available to view for the next few months –all who registered, whether they attended the live sessions or not ,have been sent a link , their details have been fed into the nurture journey and will be reviewed in a few months to see any changes in engagement and behaviour

Feel free to share the link with your firm and Strategic partners

<https://www.gotostage.com/channel/ipaw2024>

IPAW website – recordings of all the other session can be viewed here – very useful to see what's going on in the market

<https://iptf.co.uk/ipaw-2024/>