

# The CHART Exchange – 2016 Leave-Behinds

## Why Become a Syndicate Member of CHART?

In early 2015, we launched an initiative called the CHART (CoverHolders And Risk Takers) Exchange. It was established for the express purpose of expanding the U.S./London marketplace through the identification and pursuit of new business opportunities. Accomplishing this objective required some "out of the box" thinking. Our innovative approach: Create a forum within which risk takers from London and existing Coverholders could personally interact with potential Coverholders. Within this sort of environment, representatives from all facets of the insurance transaction could freely exchange ideas about new coverage offerings, under-served market niches, and other potential program opportunities.

*"The opportunity to develop new relationships through CHART is not to be missed. The entrepreneurial spirit of many in attendance will mirror that of Lloyd's Syndicates such as Novae"*

Ross Louden  
Deputy Divisional Head of Casualty, Novae

As a way of testing the viability of the CHART concept, our team hosted a meeting in October 2015. Over 330 Syndicate, insurance agency, and vendor representatives participated in this unique event. The three-day session included market-specific workshops, panel discussions, and numerous networking activities. More importantly, our team facilitated 152 pre-set appointments between risk taker representatives and insurance agents. The personal interaction between these two groups helped surface over two dozen viable new business opportunities. The vast majority of these potential programs would never have been brought to the London marketplace without CHART.

The unqualified success of last year's meeting provided an affirmation as to the vital role CHART can play in this arena. As a result, we became a permanent, non-profit organization in 2016. The core principle of this entity is based on the very definition of the word Exchange: "to give something of value to obtain something of greater value".

Recruitment efforts targeting U.S.-based insurance agencies have already begun. Based on the results to date, we fully expect to achieve our goal of 200 member agencies by year-end.

The next step of our 2016 strategic objective is to begin recruitment of the Syndicates. We seek to partner with 20-25 risk takers who recognize the significant potential of the CHART concept. For this particular group, the "Exchange" is simple. The entity must become a member; annual dues are assessed per Syndicate. These fees help us to offset the significant expenses incurred in building the organization. Participating Syndicate members must also commit to sending a minimum of three (five would be ideal) representatives to each CHART-sponsored event.



The CHART Exchange  
Declaration of Interdependence

**CHART**<sup>TM</sup>  
COVERHOLDERS & RISK TAKERS EXCHANGE

# Why Are There Membership Fees for CHART?

## The Answer By The Numbers

### MARKETING INITIATIVES LAUNCHED TO PROMOTE CHART...

INITIATIVE CONDUCTED	# TARGETED
• <b>45</b> separate e-mail campaigns (newsletters, ads, etc)	1,372,500
• <b>8</b> ad placements in <i>Rough Notes</i> Magazine	256,000
• <b>3</b> ad placements in <i>National Underwriter</i>	141,000
• <b>3</b> distinct business-to-business telemarketing efforts	57,000
• <b>2</b> CHART Exchange Invitation mailings	16,000
<b>TOTAL NUMBER OF INDIVIDUALS REACHED OVER 9 MONTHS:</b>	<b>1,842,500</b>

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### **...PLUS OPERATIONAL AND EVENT-RELATED EXPENSES, INCLUDING:**

- Securing the venue for the inaugural CHART event
- Reserving a block of hotel rooms in advance
- Developing marketing materials, logos, etc.
- Establishing a website with on-line registration feature
- Multiple trips to London and throughout the U.S.
- Dedicating human resources to support CHART

**Why Are There Membership Fees for CHART?  
The Answer By The Numbers**

**EQUALS:**

**\$775,000**

**IN TOTAL COST INCURRED TO TURN AN  
EXCELLENT CONCEPT INTO REALITY**

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