#### SEC/LONDON SPONSORS FOR EDUCATIONAL OPPORTUNITY

# SEO London : Insurance



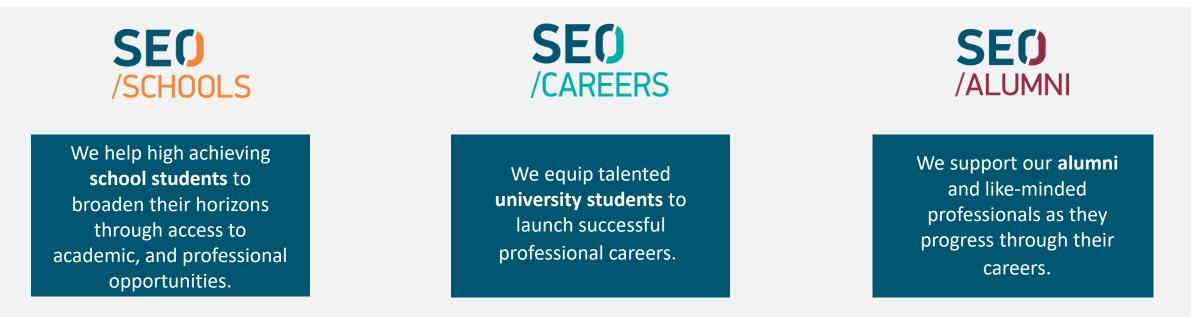
## About SEO London



We deliver education and training programmes, in partnership with our top tier sponsor firms, to equip young people to stand out and succeed at each step of their career journey.

**OUR VISION**: A society where everyone, regardless of background, has equal opportunity to achieve long-term professional and personal success.

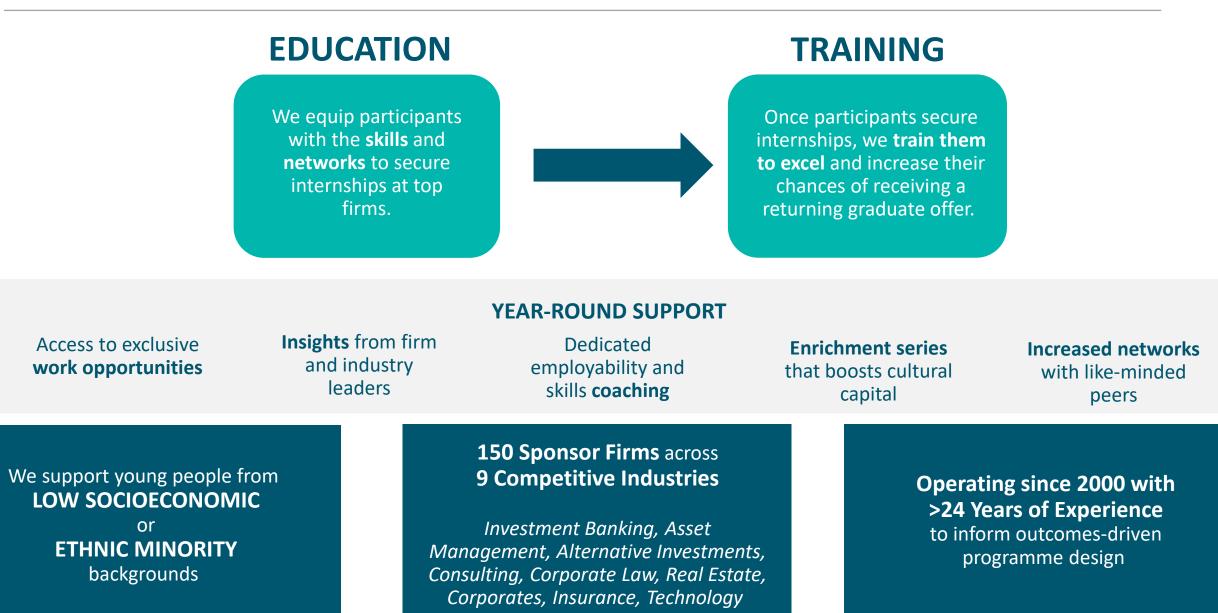
**OUR MISSION**: To prepare talented students from underrepresented backgrounds for career success through industry-specific training programmes.



We have a global footprint with sister organizations in the US, France, Ghana/Nigeria, China and Vietnam

### Our Model





### Our Work and Impact in 2023/24



92% / 58% 99% of respondents reported an Of students were from 1157 4388 increased understanding of ethnic minority (92%) / specific competitive industries and lower socio-economic (58%) how they operate. backarounds Hours of **Education** & School and University students **Training** programmes attended SEO London events delivered 104 96% 96% of respondents said they Universities represented by our expanded their professional student cohort all over the UK

"Many insight events give you the tip of the iceberg in regards to information. This cannot be further from the truth with SEO's Spring into Insurance. The event as a whole taught me a lot, especially the interactive AI & Tech session, whilst still being at a level where I did not feel overwhelmed. SEO's Spring into Insurance has reshaped my perspective of insurance to an industry that fosters innovation and embraces diversity."

2023-2024 SEO Careers Participant

# 1300+

networks with SEO London.

Students secured a Spring Week, Summer / Offcycle Internship or Grad role "If it wasn't for SEO London I would not be working for Lloyd's. As someone who had no connections in or knowledge about the Financial Services Industry, SEO London showed me that it is a career that was right for me through their insight sessions and the SEO Empower programme. From introducing me to Lloyd's at their insight week to the application process, their help has been invaluable."

2021-2023 SEO Schools Participant

# SEO London Insurance Programme

SEO /LONDON SPONSORS FOR EDUCATIONAL OPPORTUNITY

Launched in 2021 through a strategic partnership with **Lloyd's** with primary goal of :

- Inspiring and engaging young people (Year 12 to recent grads) from underrepresented backgrounds through *insurance focused education and training programmes*, showcasing the vast and rewarding career opportunities within the industry
- supporting students to apply for work opportunities within the Lloyd's Market

#### 2023/24 Programming highlights :

- <u>180</u> Year 12-13 students (54% women, 100% low socio-mobility, 35% Black Heritage) <u>349</u> undergrads (43% women, 64% low socio-mobility, 24% Black heritage) received over 80+ hrs of insurance-specific education, training and employability sessions
- 139 insurance professionals offering 170+ volunteering hours
- Increased appetite in insurance applications <u>52</u> summer internships within Ins

Year	# firms par ticipating	# firms recruiting	# Internship Roles shortlisted	# applications from SEO	# Summer internships
2022/23	18	11	35	758	33
2023/24	20	14	35	1394	52
% change	11% 个	27% 个		83% 个	58% <b>个</b>



Lloyd's Market Partners who have engaged in programming

#### AMWINS APOLLO A T R I U M



\*14 firms engaged SEO to fill 35 roles within their firms. Students from Insurance academy obtained other insurance roles too.

## How can firms participate?



#### **University Students**

#### **Careers : Insurance Programme**

Programme to help educate students about the insurance industry and help them secure and succeed in roles within insurance.

Suggested ways for firms to engage:

- Firm representatives providing industry insights / networking in SEO London's educational Insurance Academy (Feb)
- Firm masterclasses to educate students about firm's culture and opportunities available
- Senior leaders to participate in weekly virtual Lunch & Learn sessions
- Mentors to support incoming summer interns over summer

#### Pre-University Students / Apprenticeships

#### Schools : Empower (Yr 12-13)

2-year development programme for cohort of 180 students to increase their career aspirations

Suggested ways for firms to engage:

- Firm representatives providing insurance insights in SEO Empower programming
- Insurance work experiences for Empower students
- Mentor to support SEO Empower students over 12 months

#### Apprenticeships : Plan A (Yr 13)

6 months programme for cohort of 40 highly driven Year 13s pursuing Higher-Level Apprenticeships.

Suggested ways for firms to engage:

• Mentor to support Plan A students as they apply for Higher Level Apprenticeship

#### Benefits of becoming an SEO London sponsor firm

- Profile raising of firm and opportunities amongst diverse student cohort from all over UK
- Direct engagement and impact on diverse students via SEO London programming and joint SEO x firm related initiatives
- Sourcing/recommendation of diverse, quality interns/graduates
- Access to SEO London's 24 years+ expertise in this early diverse talent space

# Support with recruitment



#### **Promotion of opportunities**

- Gain access to SEO London's 10,000 strong student body across the UK
- Ensure your roles are reaching students from diverse backgrounds including low socioeconomic, ethnic minority and gender
- Leverage SEO London's communication channels

   targeted emails, fortnightly newsletter,
   whatsapp groups, social media channels to
   increase your brand awareness and reach of
   your opportunities
- Promotion only is available to all Lloyd's market partners who participate in the Insurance programme

#### Recruitment

For Lloyd's market partners, SEO London offer additional support for a small donation.

This will include:

- Full targeted promotion
- Managing applications
- Vetting students for suitability
- Shortlisting for a variety of roles

#### Donations

Shortlisting for up to 5 roles - £5k donation Shortlisting for 6-8 roles - £7.5k donation

Please note that SEO London will only offer this support to firms who actively engage in our Insurance programme.