

SEO/LONDON

SPONSORS FOR EDUCATIONAL
OPPORTUNITY

SEO London : Insurance

EASTDIL
SECURED

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.

SEO
/SCHOOLS

We help high achieving **school students** to broaden their horizons through access to academic, and professional opportunities.

SEO
/CAREERS

We equip talented **university students** to launch successful professional careers.

SEO
/ALUMNI

We support our **alumni** and like-minded professionals as they progress through their careers.

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

Our Model

EDUCATION

We equip participants with the **skills** and **networks** to secure internships at top firms.



TRAINING

Once participants secure internships, we **train them to excel** and increase their chances of receiving a returning graduate offer.

YEAR-ROUND SUPPORT

Access to exclusive **work opportunities**

Insights from firm and industry leaders

Dedicated employability and skills **coaching**

Enrichment series that boosts cultural capital

Increased networks with like-minded peers

We support young people from **LOW SOCIOECONOMIC** or **ETHNIC MINORITY** backgrounds

150 Sponsor Firms across **9 Competitive Industries**
Investment Banking, Asset Management, Alternative Investments, Consulting, Corporate Law, Real Estate, Corporates, Insurance, Technology

Operating since 2000 with >24 Years of Experience to inform outcomes-driven programme design

Our Work and Impact in 2023/24

4388

School and University students
attended SEO London events

92% / 58%

Of students were from
*ethnic minority (92%) /
lower socio-economic (58%)
backgrounds*

99%

of respondents reported an
*increased understanding of
specific competitive industries and
how they operate.*

1157

Hours of Education &
Training programmes
delivered

104

Universities represented by our
student cohort all over the UK

96%

96% of respondents said they
expanded their professional
networks with SEO London.

"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+

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

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 :

- **180 Year 12-13 students** (54% women, 100% low socio-mobility, 35% Black Heritage)
- **349 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 - **52** summer internships within Ins

Year	# firms participating	# 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% ↑	27% ↑		83% ↑	58% ↑

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

Sponsored by

LLOYD'S

Lloyd's Market Partners who have engaged in programming

AMWINS APOLLO ATRIUM



CHUBB



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 socio-economic, 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.