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COURSE BROCHURE

Insurance Broking Placement and Market Submission Training Course

12 – 16 July 2027
London

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Registered in the United Kingdom and Saudi Arabia

Insurance Broking Placement and Market Submission Training Course

Ref: 2638_100338 **Date:** 12 – 16 July 2027 **Location:** London **Fees:** 5800 GBP

Insurance Broking Placement and Market Submission is a 1-week training course for new insurance brokers and broking account staff who prepare risks for insurers and advise clients on cover, building a placement and market submission file along the way. Insurers now decline thin submissions sooner, so presentation quality shapes price and cover. The course is delivered by Jupiter Prime Training.

Why Insurance Broking Placement and Market Submission Matters Now

Three pressures shape broking today. Insurers have tightened their appetite in several classes and expect clean, complete submissions before they quote. Clients, from property developers to logistics operators, ask why an insurer was chosen and what the broker earns. Digital trading platforms have shortened the time between submission and quotation, leaving less room to correct a weak presentation. Good placement secures cover that responds to a loss; poor placement leaves gaps and disputes. The course rests on the broker's duty of care, fair disclosure and transparent remuneration.

Who Gains Most from Insurance Broking Placement and Market Submission

- Account handlers who gather client information and assemble the submission for each renewal or new risk
- Junior placing brokers who approach insurers, negotiate terms and record the market response
- Client service staff who explain quotations, exclusions and conditions to policyholders
- Claims support staff who present a client's loss to insurers and follow it to settlement
- Broking operations staff who check documentation, remuneration disclosure and file completeness

A broking team sending account handlers and placing staff together gains a shared submission standard.

Insurance Broking Placement and Market Submission Capabilities

Participants turn a client's risk into a presentation insurers can price, then read the answers critically.

- Assess a client's exposures and existing cover through a structured fact-find — the scope of the placement
- Build a market submission with risk information, loss history and requested terms — the insurer's pricing decision
- Compare quotations on premium, deductible, limits, exclusions and insurer security — the client's choice of cover
- Communicate a written recommendation that explains trade-offs in plain words — the client's binding decision
- Apply claims advocacy steps from notification to settlement — the client's recovery after a loss
- Specify remuneration and conflicts of interest in the client agreement — the client's trust in the broker

Key Insurance Broking Placement and Market Submission Terms

- Market submission — the information pack a broker sends to insurers describing a risk, its loss history and the cover requested.
- Placement slip — the document setting out the proposed terms of cover that insurers sign to show the share they accept.
- Lead insurer — the insurer that sets the terms on a shared placement, which following insurers then accept.
- Quotation comparison schedule — a side-by-side table of terms from several insurers used to support a recommendation.
- Broker remuneration — the commission or fee a broker receives for arranging cover, disclosed to the client.
- Claims advocacy — the broker's work presenting a client's loss to insurers and pressing for a fair settlement.

Insurance Broking Placement and Market Submission Day by Day

Day 1: The Broker's Role in the Insurance Chain

- Broker, Agent and Insurer Roles — Who Acts for the Client
- Duty of Care and Fair Disclosure — Limits of Broker Responsibility
- Terms of Business Agreement — Scope of Service and Client Expectations
- Broker Remuneration and Conflict Disclosure — Earning Trust at Inception
- Insurer Appetite and Capacity Signals — Which Markets to Approach

Day 2: Understanding the Client's Risk

- Structured Client Fact-Find — Exposures, Assets and Existing Cover
- Loss History and Claims Experience Summary — Credibility With Underwriters
- Risk Survey and Site Information — Supporting Underwriting Questions
- Coverage Gap Review — Uninsured Exposures and Client Priorities
- Material Facts Checklist — Avoiding Non-Disclosure at Placement

Day 3: Building and Sending the Submission

- Submission Pack Structure — Order That Underwriters Read Quickly
- Placement Slip Drafting — Proposed Wording, Limits and Deductibles
- Market Selection Matrix — Lead and Following Insurer Choice
- Insurer Security Assessment — Financial Strength and Claims Reputation
- Underwriter Query Log — Responding to Questions Before Quotation

Day 4: Comparing Terms and Advising the Client

- Quotation Comparison Schedule — Premium, Limits, Exclusions and Conditions
- Negotiation Points With Insurers — Improving Terms Before Binding
- Written Recommendation Letter — Explaining Trade-Offs to the Client
- Binding Instructions and Cover Confirmation — Closing the Placement
- Claims Notification and Advocacy Steps — Supporting the Client After Loss

Day 5: Practising the Placement and Market Submission File

- Client Fact-Find Applied to a Property Case — Scope Confirmed
- Submission Pack Assembly for a Logistics Risk — Market Ready
- Quotation Comparison on Returned Terms — Recommendation Reasoned
- Claims Advocacy Role Play — Settlement Position Agreed
- Placement and Market Submission File — Peer Reviewed and Finalised

Applying Insurance Broking Placement and Market Submission After the Course

- Rebuild the submission pack for one upcoming renewal using the structured fact-find and material facts checklist
- Introduce a quotation comparison schedule and written recommendation letter for every new placement in the account team

Insurance Broking Placement and Market Submission Questions FAQ

What is insurance broking placement and market submission, and why does it matter now?

It is the work of presenting a client's risk to insurers and securing suitable cover. It matters because insurers decline incomplete submissions sooner and clients expect reasons for every choice.

Which roles gain most from insurance broking placement and market submission skills?

Account handlers, junior placing brokers, client service staff and claims support staff gain most. Each prepares, presents or explains part of a placement.

How does insurance broking placement and market submission differ from an underwriting course?

It looks at risk from the client's side. An underwriting course teaches insurers to accept and price risk; this one teaches brokers to present risk and advise the client.

What do you bring back from insurance broking placement and market submission training?

You bring back a placement and market submission file for a real or sample risk. It holds the fact-find, submission pack, quotation comparison and recommendation letter.

Insurance Broking Placement and Market Submission: The Way Forward

The placement and market submission file first informs which insurers a broker approaches at the next renewal. Account handlers and placing brokers use it to brief underwriters, and client service staff use it to explain the final choice. After first use, revisit the comparison schedule to see which terms the market improved and which gaps remain.