



**Insurance Institute**

## **NEWS RELEASE**

For immediate release

# **Insurance Institute advances public knowledge of industry credentials**

(Toronto, ON – December 8, 2015) The Insurance Institute of Canada has refreshed its advertising to make the Canadian property and casualty insurance industry and the public aware of the high quality of service delivered by professionals with our designation.

The new advertising links to **BeAssured.ca**, a web page designed to raise awareness about p&c industry credentials such as the Chartered Insurance Professional (CIP) and the Fellow Chartered Insurance Professional (FCIP) designations.

Appearing in both trade and general publications, the advertising is motivated by an independent Conference Board of Canada report showing that the p&c industry strongly supports its unique credentials. The advertising speaks to the role of professionalism in three major lines of insurance – home, car, and commercial (large and small business).

BeAssured.ca is tailored to three different audiences: Chartered Insurance Professionals (CIPs), the p&c insurance industry and the general public. The benefits of a designation are unique to each audience:

- Chartered Insurance Professionals told the Conference Board that they had better opportunities for advancement and better pay within the industry than insurance professionals who did not have a CIP.
- Within the p&c industry, employers surveyed by the Conference Board confirmed that insurance professionals with a CIP designation are more attractive recruiting prospects because they deliver a higher quality of service to consumers than those who do not have a CIP.
- The general public benefits from insurance professionals taking a designation program to improve the quality of their work. By making professionals more trustworthy, more credible and more knowledgeable, designations ultimately make the p&c insurance experience better for customers.

Video testimonials and a radio spot are also available on [BeAssured.ca](http://BeAssured.ca).

Detailed information about the CIP designation, including a link to the Conference Board study, is available at [www.insuranceinstitute.ca/CIPvalue](http://www.insuranceinstitute.ca/CIPvalue).

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For more information, please contact:

Nora Gubins | Director, Business Development & Communications, Insurance Institute

P: (416) 865 2716 | E: [media@insuranceinstitute.ca](mailto:media@insuranceinstitute.ca)

***About the Insurance Institute of Canada*** – *The Insurance Institute is the premier source of professional education and career development for the country’s property and casualty insurance industry. Established in 1899, the Institute is a not-for-profit organization serving more than 39,000 members across Canada through 19 volunteer-driven provincial Institutes and chapters. It sets professional standards for the industry through education programs leading to a range of designations, including the internationally recognized Chartered Insurance Professional (CIP) and Fellow Chartered Insurance Professional (FCIP).*

*For more information, please visit [insuranceinstitute.ca](http://insuranceinstitute.ca)*