

27 January 2010

## **AEGON'S PROTECTION CONFERENCE UNLOCKS BUSINESS OPPORTUNITIES FOR ADVISERS AND PROFESSIONALS**

AEGON today hosted a conference focusing on the individual protection market, and in particular business protection and the opportunities to be gained through building professional connections.

The morning conference, entitled 'Preparation Meets Opportunity', was held at the Royal College of Physicians and attended by over 80 key influencers from advisory firms throughout the UK.

Highlighting the challenges to be faced in the coming year, Alun Beynon, Head of Sales and Distribution for Protection gave an overview of the market and discussed what the Retail Distribution Review might mean. He also looked at the current threats in the market and ways in which advisers can look to seek out new opportunities.

AEGON has commissioned independent research to understand how advisers can collaborate more effectively with professional connections, including accountants and solicitors in order to develop lasting business relationships and build long term value into their businesses. Phil Wickenden from 'So Here's the Plan', who undertook the research presented on the key findings, which showed there was a clear appetite amongst professionals to work more closely with advisers.

AEGON demonstrated how these opportunities can be unlocked, by providing advisers with fundamental planning tools, through AEGON's 'Business Brain' support website which can be viewed at [www.aegon.co.uk/businessbrain](http://www.aegon.co.uk/businessbrain).

Alun Beynon, Head of Sales and Distribution, Protection at AEGON said:

"AEGON is keen to help advisers seek out new business opportunities, and provide them with the tools and techniques required to take full advantage of these opportunities.

"One way to do this is through building professional connections. Our research looks specifically at how advisers can highlight the importance of business protection to both professionals and their clients. It shows that they are willing to work with advisers and understand the importance of businesses having adequate cover in place.

"We don't just want to simply highlight there is an opportunity, we want to help advisers actually turn that opportunity into a working relationship that benefits all parties. We have therefore developed a wide range of adviser tools and support material, all of which can be obtained through our dedicated business brain and business toolkit websites."

- Ends -

**Further information**

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**Notes to Editors**

- AEGON commissioned research specialist 'So Here's the Plan' to interview 100 accountancy firms and 100 representative solicitor firms to better understand their attitudes to business protection and in particular business continuity and succession planning. It looks into how advisers can collaborate more effectively to unlock the potential to drive long term value into their businesses. The research was conducted by in depth telephone interviews in September and October 2009.
- The full report highlighting the key findings from the 'Building Professional Connections' research can be viewed at [www.aegon.co.uk/mediacentre/surveys-and-research](http://www.aegon.co.uk/mediacentre/surveys-and-research)