



PRESS RELEASE

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AIG work experience programme shifts young people's attitudes to insurance

11 August 2016 – Results from AIG's two week work experience programme have shown a positive impact, with two-thirds of participants "quite likely" or "very likely" to consider a job in insurance, compared to 67% who said at the start that they "didn't know".

Helen Brown, Head of Operations, Multinational, who organised the programme, said: "The results of the programme underline how important it is for the industry to make young people aware of the opportunities that a career in insurance can offer. The majority of those who participated had a very positive experience that transformed their view of insurance.

"However, this is just a first step. At the outset around a third said they had little knowledge of the industry, while 23% characterised insurance as "boring". And, underlining the importance of initiatives such as this in raising awareness, those who completed the course identified work experience and apprenticeships, as well as better promotion of the industry, as key to making insurance a more appealing employment option."

The programme, now in its second year, is designed to connect young people with the industry, by giving 16-17 year old students from inner-city London schools first-hand exposure to working in the world of risk and insurance.

A total of 30 students from four inner city schools participated in this year's initiative, which took place in July. These included Sir John Cass School, Tower Hamlets, Clapton Girl's Academy and Petchey Academy. The programme is also supported by the Chartered Institute of Insurers, the Chartered Institute of Loss Adjusters, Working Voices and EY.

Ends

Notes to editors



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