



**QUESTIONS FOR DELEGATES
RIAD CONGRESS 2014**

EFFECTIVE COMMUNICATION - Building bridges to customers, brokers and lawyers

1. How do you think that legal protection insurers currently deal with communication in general?
 1. Brilliant
 2. Pretty good
 3. Not bad
 4. Pretty naff
 5. Rubbish

2. What is for you the most important goal or element of 'communication'?
Please try to describe your opinion by introducing catchwords (tag cloud).

3. What is for you the most important indicator/ prerequisite for legal protection insurance?
Please choose one answer.
 1. Cost level for asserting one's (legal) rights.
 2. Density of lawyers per citizen.
 3. Legal certainty, comprehensibility of and citizens' trust in the legal system.
 4. Economic stability and security
 5. Any other? Please type your answer.

4. Where do you see the biggest mistakes in how legal protection insurers view the impact of digital on their business?
Please type your answer.

5. How well is legal protection insurance known in your market?
Please choose the answer that best describes the situation in your home market.
 1. Hardly anyone has heard about legal protection insurance or knows what it implies.
 2. People start to learn about legal protection insurance and demand is slowly picking up.
 3. Demand for legal protection insurance is strong and the market is constantly growing.
 4. The market for legal protection insurance is saturated and growth rate is low.

6. Last conference, it was said that legal protection insurance wasn't 'Sexy' enough. Here are some statements based on that suggestion.
Please choose the answer that most closely matches YOUR attitude towards the 'Sexiness' of LPI from the following:
 1. It's not supposed to be sexy – it's boring and should remain boring!
 2. Sexy is subjective – some might think it's boring others might think it sexy!
 3. It's as sexy as however I'M feeling at the time!
 4. If it were any sexier it would be banned!
 5. I'll make it sexier if YOU will!

7. Where do you see the biggest chances and opportunities for legal protection insurance in general terms?
Please type an answer.

8. Which word or phrase would you use to wrap-up the day?
Please type your answer.