

PRESS RELEASE

TIME FOR A CHANGE: WE ARE ON A JOURNEY TO MODERNISE OUR IDENTITY

Our brand is the core of our identity, and what our Members, Partners and the wider world resonate with. Rebranding offers Airmic the opportunity to communicate our Purpose and Mission, to harmonise our use of our logo and marketing materials, to make changes that move with the times - and to make these changes at the start of a journey to invest in new digital platforms, including our website.

Our Purpose clarifies why Airmic exists. It is used to inform our brand, values and desired behaviours, and acts as a focus for everything we do. Our Purpose has two key elements: the why and the who. The 'why' explains our reason for being and the "how" highlights which stakeholders we exist to serve and who benefits.

Our Purpose is to "champion the strategic value of risk management and insurance in a changing world", and we aim to achieve this through our Mission, which is to "drive transformation in risk management and insurance".

Julia Graham, CEO, Airmic commented: "Airmic has proactively re-positioned from being a Member association identified with insurance managers to the leading association for risk and insurance professionals. Our members are embracing the opportunities presented by new technologies, they are hungry to stretch and grow their knowledge and skills, and to lean-in and assert their position as professionals at the heart of the strategic thinking and direction of their organisations."

WE ARE AIRMIC:

airmic

airmic **Driving transformation
in risk and insurance**