

WINNING TAKES YOU PLACES ...

Most visitors to London put major tourist attractions such as Buckingham Palace and the Tower of London at the top of their to-do list. But for Elias Anictomatis, the chance to spend three days learning on the job at Lloyds of London was the highlight of his visit to the capital of England.

Anictomatis, 33, was the winner of the 2009 Warren Tickle Memorial Award, which included a trip for two to London with five nights' accommodation. Four months prior to receiving the award he was also appointed Marsh's State Executive in the Northern Territory.

He says the on-the-job experience he gained visiting the iconic insurance company was a defining moment of his career and changed the way he manages the business.

"I was still finding my feet as state manager when I went to London so I really took advantage of the opportunity to learn from Lloyds. I was bowled over by how they do business: they transact most of their business with insurers face to face whereas we tend to be stuck behind our computers sending emails," says Anictomatis.

"The first thing I did when I got back from London was get a big folder with a bunch of files under my arm, walk out of the office and go out to meet with insurers. Having that personal connection has really lifted our relationship with underwriters and has had a tremendous impact on the success of the business.

"That's how they do it in London;



and that's how we do it now in Darwin. Obviously we don't have access to the Lloyds market, but I still take every opportunity I can to meet with underwriters face to face."

Although the nomination process is exhaustive, Anictomatis says taking the time to meet the criteria when providing his submission definitely paid off.

"Win, lose or draw, even the process of nominating for the award helps to raise your profile in the industry. It was a lengthy process, but it was definitely worthwhile in terms of contributing to my personal and professional development," he says.

"There are a lot of really good brokers in Australia so it was very humbling to win this award." ✓