



LONDON
INSURANCE
LIFE



uma
lloyd's market association

Forage: Ways to Leverage

Job Simulations for Claims

Introduction

The Lloyd's Market Association (LMA) and International Underwriting Association (IUA) have introduced **two new online claims job simulations, aimed at enhancing visibility of career opportunities in claims** and providing students with an immersive, hands-on learning experience. These simulations are offered in partnership with **Forage**, a platform with a global reach of over six million enrolments and collaborations with universities and charitable organisations.

The two simulations — **London Market Claims Adjuster** and **London Market Claims Operations** — are accessible online, on-demand, self-paced, and free for individuals exploring career options. **Branded as London Insurance Life**, the programmes seamlessly guide participants from the Forage platform to London Insurance Life, where they can access additional claims-related content and live job opportunities.

Who is this pack for?

This pack is aimed at **hiring managers and talent acquisition teams**. It has been created to provide practical advice on how the market can get the most out of Forage.

What is in the pack?

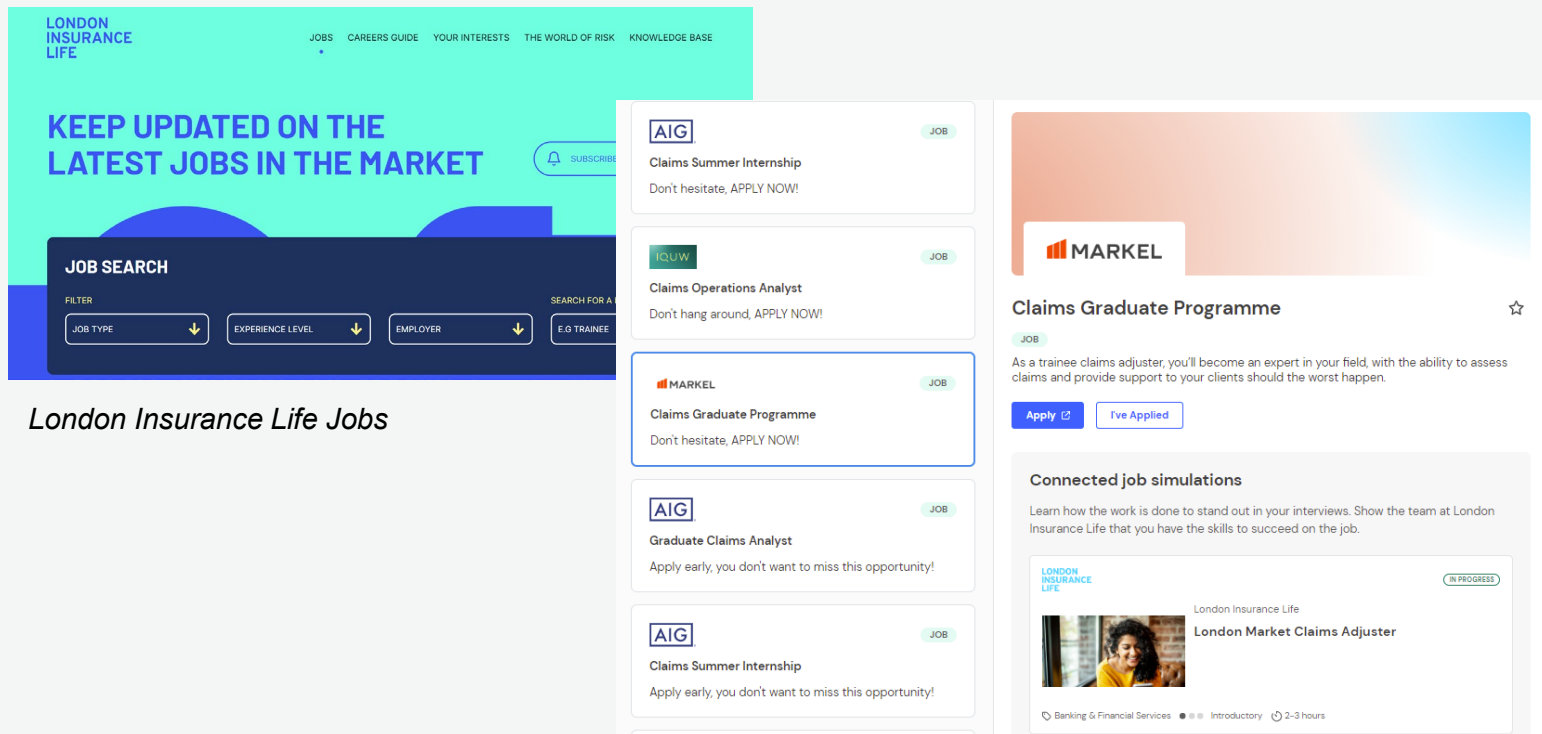
The pack contains ideas and examples on how to promote and get value from Forage job simulations. It has eight sections for you to consider, along with complementary resources, including: QR codes, imagery and flyers. These can be accessed on the [Attracting Talent – Forage Partnership](#) section of the LMA website.



- 1 | Post your early career claims jobs on London Insurance Life
- 2 | Feature job simulations on your Careers Pages
- 3 | Embed into recruitment and application processes
- 4 | Promote job simulations on social media
- 5 | Promote job simulations in student outreach activities
- 6 | Set up a talent network
- 7 | Recognise the value of completing Forage

Post your early careers claims jobs on London Insurance Life

The Forage job simulations are branded as London Insurance Life to guide students to a place where they can find early career job opportunities across the market. The more claims' roles available, the better chance we have of capturing the interest of Forage candidates.



London Insurance Life Jobs

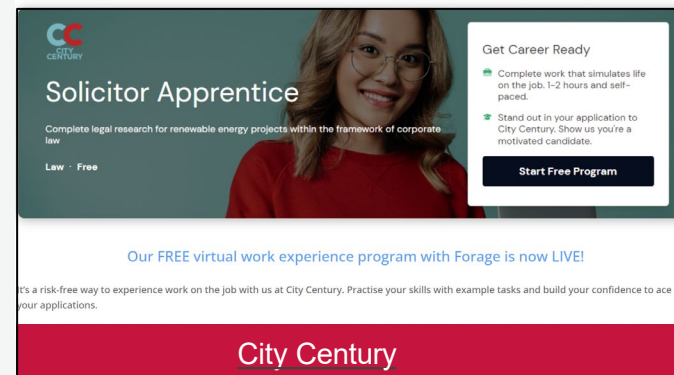
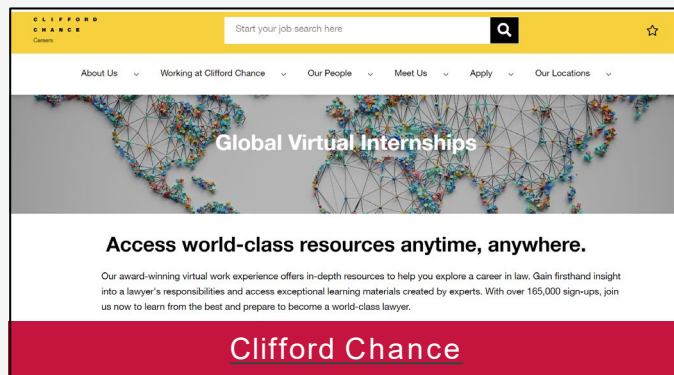
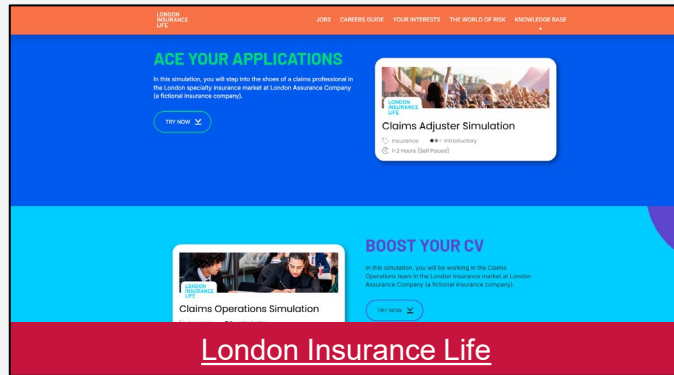
Jobs from London Insurance Life posted to Forage



- 1 Post early claims careers jobs on [London Insurance Life](#)
- 2 To post a job, email Jonathan.Purser@img.london with a link to the job advertisement and the closing date (if applicable)
- 3 All early claims careers jobs on [London Insurance Life](#) job board will also be posted to Forage

Feature Forage job simulations on your career pages

Incorporating Forage links onto your own (early) career pages provides another access point to the job simulations. It provides potential applicants the opportunity to learn about the London Market and claims ahead of applying for a role.

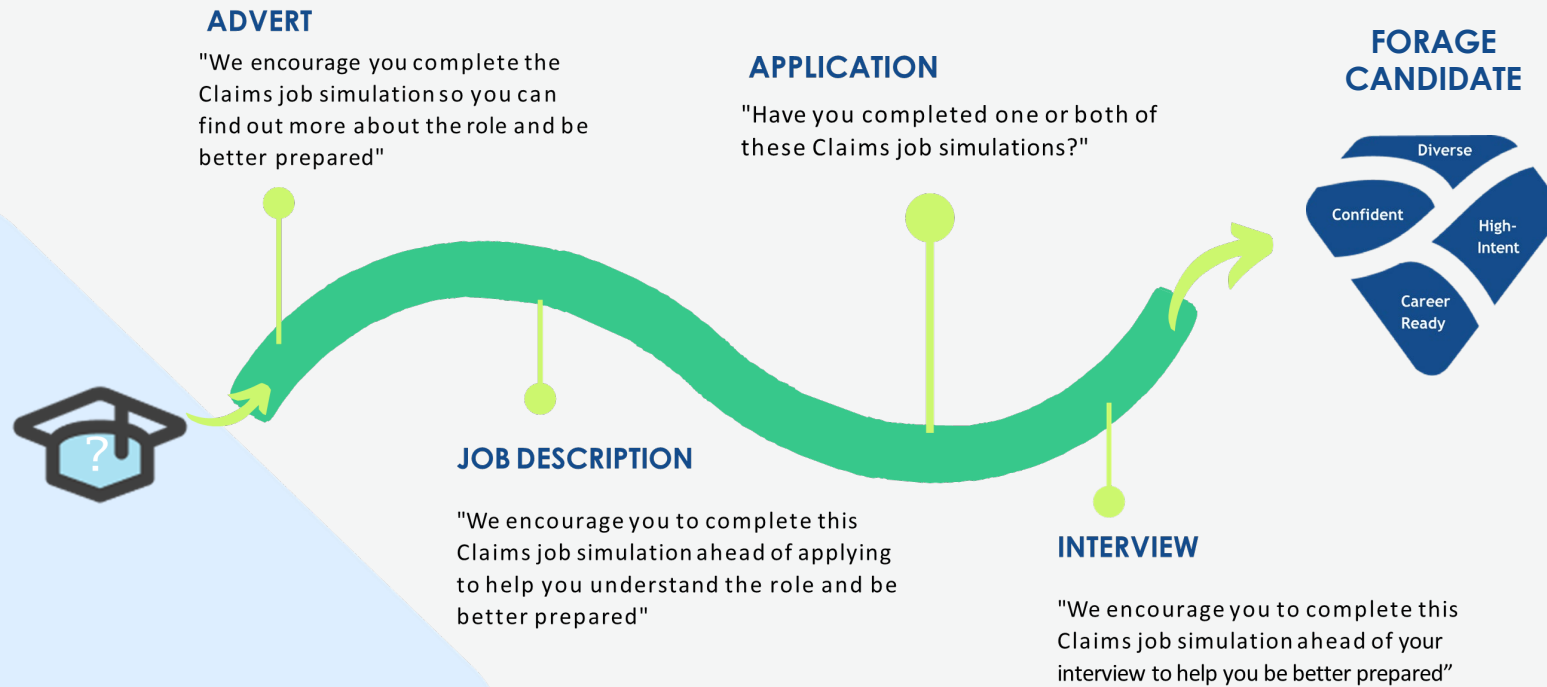


- 1 Review the examples provided to see what could work for your organisation
- 2 Embed Forage job simulation links on to your own career pages
[London Market Claims Adjuster](#)
[London Market Claims Operations](#)
- 3 Use Forage imagery (see London Insurance Life for an example)
[Go to: Forage imagery \(LMA Website\)](#)
- 4 Request a custom URL to help track traffic from your career page to Forage - email Jenny.Neale@malloyds.com

Other examples: [Clyde & Co](#) | [Citi](#) | [Accenture](#)

Embed Forage into recruitment and application processes

Incorporating Forage links into your recruitment and application processes provides another access point to the job simulations. It provides potential applicants the opportunity to learn about the London Market and claims ahead of applying for a role or ahead of their interview.



1

Incorporate links into your recruitment process to Forage job simulations for early careers claims roles

[London Market Claims Adjuster](#)
[London Market Claims Operations](#)

2

Consider using prompts and links in:

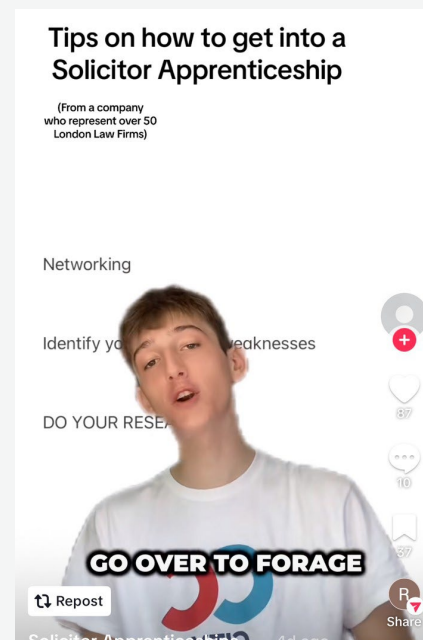
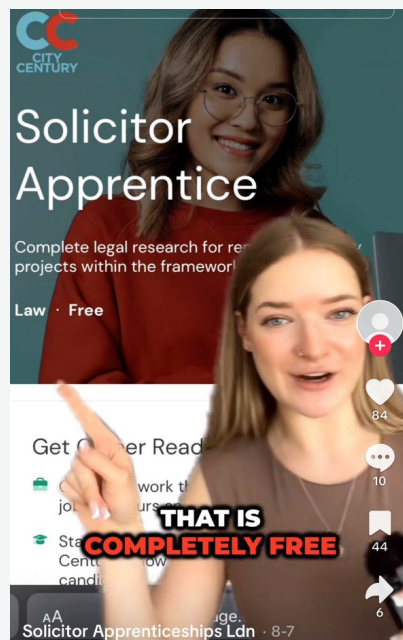
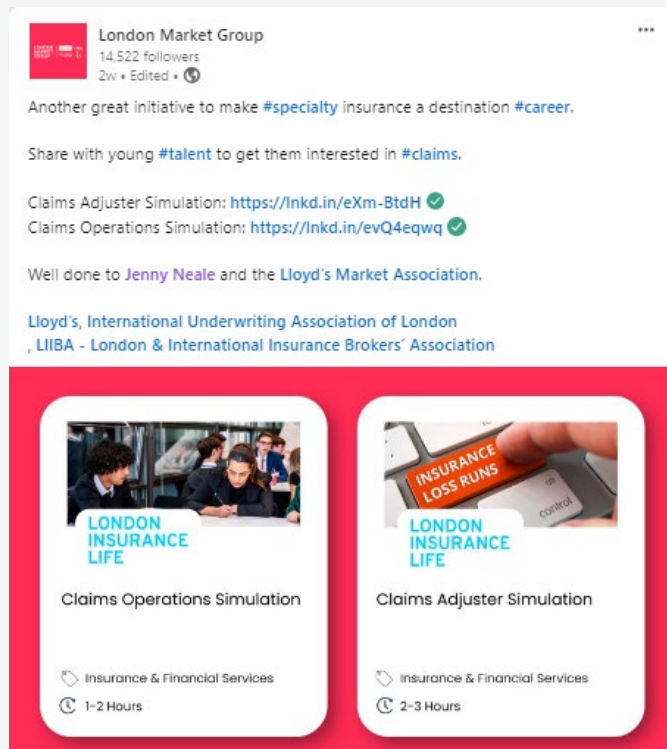
- Role advertisement
- Job description
- Application forms
- Interview invitation

3

Share Forage with your recruitment partners and ask them to promote through their candidate engagement

Promote Forage job simulations on social media

Incorporating Forage links into your recruitment and outreach on social media will further help promote the programmes. Asking early careers individuals within your organisation to share will increase the chances of the message reaching the intended audience.



- 1 Include links to Forage when promoting early careers role on LinkedIn and social media
[London Market Claims Adjuster](#)
[London Market Claims Operations](#)
- 2 Consider recruiting early careers individuals in your organization to share Forage programmes and talk about Claims as a career.
- 3 Use Forage imagery
[Go to: Forage imagery \(LMA Website\)](#)
- 4 Watch out for students posting about completing the job simulations on LinkedIn and congratulate them

Promote Forage job simulations in student outreach activities

Use outreach activities, such as university fairs, insight days or market events, to encourage students to stay connected and interested through Forage. Promote your outreach events on Forage.



LONDON INSURANCE LIFE

Forage

JOIN OUR FREE VIRTUAL JOB SIMULATION!

Learn new skills straight from our team and see what it's really like on the inside.
No cost, no due date.

**Workplace Skills**
Gain practical skills and experience to better prepare you for the world of work. Programs are self-paced so you can learn on your own time.

**Based on Real Life**
Learn more about what you will actually do on the job by completing a series of hypothetical tasks based on real life scenarios.

**Earn a Certificate**
Gain a certificate to share and add to your resume. You'll stand out on your application and have something tangible for your interview.

LONDON INSURANCE LIFE
London Market Claims Adjuster Job Simulation

During this programme, you will have the opportunity to step into the shoes of a London Market Claims Adjuster – the professional in the insurance world that puts businesses and individuals back on their feet after disaster strikes.

Enrol for free today!




LONDON INSURANCE LIFE


Forage

JOIN OUR FREE VIRTUAL JOB SIMULATIONS!


Learn new skills straight from our team and see what it's really like on the inside.
No cost, no due date.




OUR JOB SIMULATIONS:

**LONDON INSURANCE LIFE**
London Market Claims Operations Job Simulation

**LONDON INSURANCE LIFE**
London Market Claims Adjuster Job Simulation

**Workplace Skills**
Gain practical skills and experience to better prepare you for the world of work. Programs are self-paced so you can learn on your own time.

**Based on Real Life**
Learn more about what you will actually do on the job by completing a series of hypothetical tasks based on real life scenarios.

**Application Advantage**
Gain a certificate to share and add to your resume. You'll stand out on your application and have something tangible for your interview.

- 1 Promote your event on Forage
Email jenny.Neale@lmalloyds.com with the details contained in appendix 1, page 12.
- 2 Talk about claims as a career and promote the claims job simulations at outreach events
Claims promotion materials – coming soon
- 3 Incorporate QR codes into any presentations being used
[Go to: QR Codes \(LMA Website\)](#)
- 4 Provide Forage flyers for students to takeaway
[Go to: Forage Flyers \(LMA Website\)](#)
- 5 Add your brand to the flyer or adapt to suit your event

Set up a talent network

If you have an existing talent network this can be promoted on Forage using your own brand. You will need to share a link to where students can sign up, this is usually a link back to the relevant section of your website or a mailing list.

The screenshot shows the 'TALENT NETWORK' setup form. On the left, there are three pink boxes labeled 'YOUR OWN BRAND LOGO', 'TITLE', and 'TAGLINE'. Lines connect these to the corresponding fields in the central form. The form has a header 'LONDON INSURANCE LIFE' and a close button 'X'. The main content area contains the text 'This Organisation's Talent Network', a calendar icon with 'Open all year', and a description 'Keep updated with upcoming job opportunities and events from This Organisation'. At the bottom of the form is a blue 'Apply' button. To the right of the form is a pink box labeled 'LINK'.

Using the talent network capability is a great way to build your own brand presence through the Forage platform and to create a pipeline of interested candidates that you can directly engage with.



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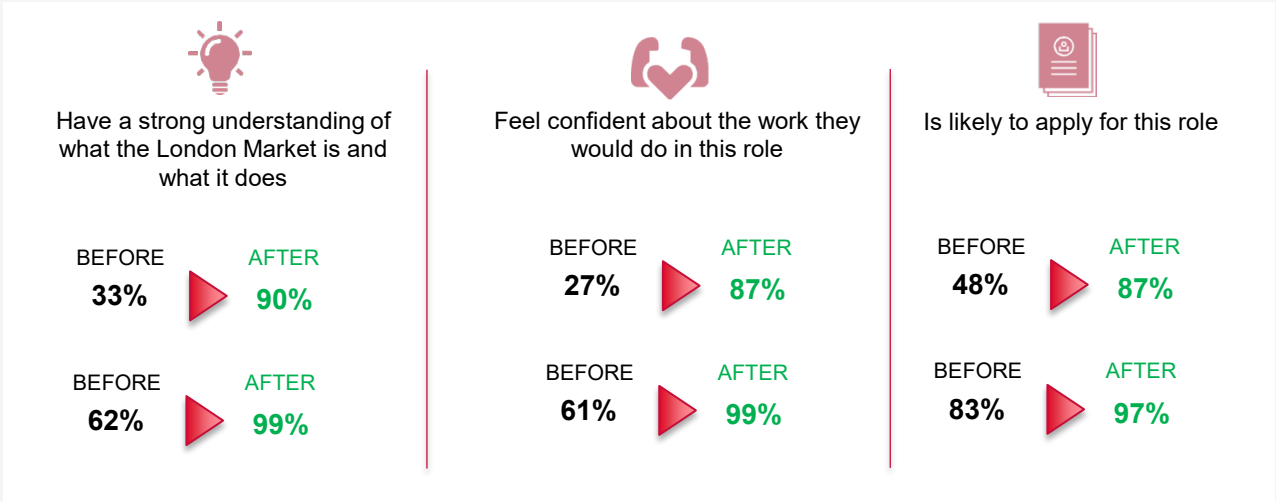
To set up a Forage talent network, email jenny.Neale@lmalloyds.com with the following details:

- Title*
- Tagline*
- Description
- Logo
- Link*
- Job Simulations Connected to the Talent Network*
 - Claims Adjuster
 - Claims Operations
 - Both

* *mandatory*

Recognise the value of job applicants who have completed a Forage programme

Forage candidates have invested their time in learning about the role, they've made an informed choice when applying and they will come with a good understanding of the role.



UK Student Impact – Forage (as at 4/11/2024)

We believe the programmes generate value just by being live and accessible to students. However, we appreciate any support you can give to tracking the success of Forage, especially where a Forager has been hired. We recognize collecting data may not be an easy thing to do for everyone.



- 1 Consider whether any data points within your recruitment systems could be updated to include Forage
- 2 Participate in a six-monthly survey issued by LMA/IUA to help assess the value of Forage and market engagement

Association Contacts



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Appendix 1 - Events

If you are carrying out student outreach activities you can promote your event on Forage, using your own brand. Simply email jenny.neale@lmalloyds.com with the following details:

Title*

Tagline*

Description:

Logo (your organization)

Link*

Which Job Simulations to connect to the event* –

- Claims Adjuster,
- Claims Operations
- or both

Event Date(s)*

If you wish to target a specific audience for your event, we can limit who can see it. For example, this can be used if an event is at a specific university or if you only want to target students at school or university level. If this is the case, please provide details via email. Otherwise, the event will be visible to anyone completing the connected Job Simulation.

* *mandatory*