

## Model Insurer Award Winner Press Release Guidelines

Winners of Celent **Model Insurer Awards** are free to issue a press release announcing this achievement. However, in order to ensure accuracy and consistent messaging across all of our winners, we at Celent ask that each company wishing to issue a release send it to [pr@celent.com](mailto:pr@celent.com) for review and approval.

In order to help guide the release writing process, below are some wording examples you can use to ensure a swift approval.

### **Wording examples on being recognized with an award:**

- [COMPANY X] has been recognized by Celent as a winner of a Model Insurer award for [AWARD NAME]. Celent is a global research and advisory firm for the financial services industry.
- [COMPANY X] has won a Celent Model Insurer AWARD NAME award. Celent is a global financial services research and advisory firm.

### **Wording example on explaining what the awards are:**

- Celent's annual Model Insurer Awards recognize the best practices of technology usage in different areas critical to success in insurance. Nominations are submitted by insurance carriers and undergo a rigorous evaluation process by Celent analysts. Celent judges submissions on three core criteria: demonstrable business benefits of live initiatives; the degree of innovation relative to the industry; and the technology or implementation excellence.
- Celent's annual award program recognizes insurance carriers as 'model insurers' for their outstanding technology initiatives. In order to win, the initiatives must demonstrate clear business benefits, innovation, and technology or implementation excellence.

### **Example Quote from an analyst (all quotes from Celent should be provided by an analyst):**

- According to Nicolas Michellod, Senior Analyst at Celent: "The Model Insurer Awards recognize how insurers are using technology to change the face of insurance. These insurance carriers should serve as an inspiration to others looking for strong examples of best practice implementation that will have a truly meaningful impact on business results and the industry overall. The entry from XXX clearly demonstrated this."