

Lloyd's VR

Messaging Highlights

- Lloyd's is using innovative technology; virtual reality, to communicate how the Lloyd's market really works in a truly immersive and unique way. Anyone, anywhere, can put a headset on and be transported into the Lloyd's building to experience how a cyber risk is placed.
- the immersive VR experience demonstrates how the subscription market works, how managing agents have a diverse range of business appetites and how the expertise of the market practitioners (including the aspects of lead and follow markets) helps to foster competition and responsible risk taking
- to demonstrate how technology like PPL maximises the face-to-face interactions between brokers and underwriters, which the Lloyd's market is so recognised for, to help streamline processes and add efficiency. It shows that it doesn't detract from the face-to-face, this is still a crucial part of the business
- to portray a more diverse picture of talent in the marketplace and directly address the misperception of 'male, pale and stale' and to support the strategic priority of Talent, especially with regards to diversity and inclusion
- five headsets are located across Lloyd's global platforms in Brussels, Dubai, Mexico City, New York and Singapore. Additional VR headsets will be used by the Lloyd's Lab for insurtechs' onboarding, by the Lloyd's Events Team for our market development work and by other teams in and outside of Lloyd's (including the PPL/TOM team, Agency Team, open to market participants to use also)

- VR is not being used as a placing technology! Although there are virtual meeting places created in cyberspace, this is a communications tool to demonstrate (a) how the Lloyd's market works and (b) how electronic placement technologies support the business process and enable the broker to maximise their time spent face-to-face, with technology taking care of more document-driven processes

General Advice at Events

- Check if user has any motion-sickness issues, they may need to view sat down, or exit the experience if they have any discomfort. You can seat users or have them near a tall table for support
- Walk them through how it works – use the controller to select, press the trigger button, then let them put the headset on
- If the user wears makeup they may wish to put a hygiene mask on before putting the headset on
- Guide them through the menu selections to the start of the experience, get them to press play (like you would on YouTube, you can skip ahead to sections if they're in a hurry)
- Actively direct them to look all around them, in front, behind, up and down etc. as most users will simply put the headset on and look straight ahead – it is a relatively new medium so encourage people to look around!
- Make sure you can hear the playback of the voiceover, if they have any problems then ask for the headset back, get it to the correct place in the experience and they can put it back on their head
- Ask what they thought afterwards!
- Any pictures or photos should be accompanied on social media by the hashtag #LloydsVR (no apostrophe is possible on Twitter or LinkedIn when using hashtags)