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Price Forbes – Growing New Talent

Price Forbes has for the third year in a row, taken up the silver sponsorship opportunity in The Insurance Apprentice 2018, created and run by FAnews to identify and grow talent within the industry. Price Forbes' key involvement is sponsoring the three elimination rounds taking place during October where eight apprentices will be chosen for series four of The Insurance Apprentice. Filming will take place from the 7th to 12th January 2018 before the winner is announced.

The lucky winner will fly to London, in business class, for a week to visit Lloyd's of London, receive a bursary valued at R75 000 from Inseta and will also win a cash prize of R20 000 from Masifunde Training Centre.

204 applications from around South Africa, and even as far afield as Nigeria, were scrutinised by the panel of industry professionals, who made their decision on applicants who progressed through to the semi-finals. The final elimination round takes place in Johannesburg on the 23 October (hosted at Auto & General), while the rounds in Cape Town (17th October hosted at Norton Rose Fulbright), and Durban (16th October hosted at Norton Rose Fulbright) were a great success.

"We received a record amount of applications, which we were very excited about. This however really made our job to identify the best mix of talent really difficult. We had a panel of nine people from six different companies who assisted us in the process. The applications for The Insurance Apprentice have never been this strong. Every year we receive a different mix of applications and every year the task is all about choosing the right mix of people. Every year we see a different set of skills, abilities and potential," said Rianet Whitehead, Editor of FAnews and creator of the series.

"This year's elimination rounds, sponsored by Price Forbes, have brought in a whole new twist with an element of intrigue and a tiny bit of fun.



“With a bright bunch of mixed talent, we look forward to witnessing the contestants, proving to be the best of the best, bring their a-game as they take part in some tasks and activities, which marks the tough road ahead in determining who the final eight will be,” continued Whitehead.

The series will be aired early 2018 via the FANews and The Insurance Apprentice websites, YouTube and Facebook.

Whitehead said, “We have a long process ahead of us in determining who the final eight will be but the elimination rounds will bring us a bit closer to where we need to go. Thanks to my team and the industry experts, the process will ease accordingly.”

Whitehead wished to thank the panel members for their support and participation. She said, “It is comforting to know that there is a strong commitment to this initiative I believe it is beneficial to the industry and with a helping hand, we are one step closer to the start of something great.”

Warren Boltler, CEO of Price Forbes and one of the judges in the three elimination rounds, is excited to be involved with this initiative. “We are passionate about growing talent in this industry and ensuring that it attracts and retains a young, dynamic breed of innovative professionals who bring a new paradigm and excitement to the Insurance sector. We thank Rianet and her team for creating this programme and we are proud to be involved as a sponsor and look forward to the crowning of The Insurance Apprentice 2018! Good luck to all the contestants involved and we salute your bravery for stepping up and being involved in this great industry initiative”

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