

The Global Insurance Symposium presents

Insurance in an ERA of Possibilities

Student Case Study Competition

The 2026 Global Insurance Symposium (GIS) is pleased to present the annual Student Case Study Competition.

The Global Insurance Symposium will take place in Des Moines, Iowa on April 14-15, 2026. The theme for this year's symposium is *Insurance in an ERA of Possibilities*.

The Student Case Study Competition will engage future insurance industry professionals by showcasing their talents while networking with top industry leaders.

Based on the following data, students will create a case study to answer the question below.

The insurance industry faces two national challenges:

Over the next 15 years, 50% of the current insurance workforce will retire. This leaves more than 400,000 open positions unfilled, according to the U.S. Chamber of Commerce.

Between 2007 and 2009 (economic downturn), fertility rates fell more rapidly than any other two-year period in the country's recent history. The national birth rate fell by almost 23% between 2007 and 2022, dropping from 14.3 births per 1,000 people to 11.1, according to data from the CDC.

In an era of increasing retirement and decreasing births, the insurance industry faces a systemic workforce risk. How can insurers showcase the value of the industry, manage human capital risk, and attract the next generation of talent, allowing the industry to thrive into the future?

How It Works

- 1 Teams of 2-4 university students will put together a case study to answer the question:
In an era of increasing retirement and decreasing births, the insurance industry faces a systemic workforce risk. How can insurers showcase the value of the industry, manage human capital risk, and attract the next generation of talent, allowing the industry to thrive into the future?
- 2 To enter, teams must record a video presentation of their case study utilizing the provided PowerPoint slide deck (linked below) and submit it to the designated Google Drive folder (linked below) by Feb. 24, 2026.

[PowerPoint Slide Deck](#)

[Upload Your Submission Here](#)

To ensure unbiased judging, students should NOT reveal the name of their college or university in any part of their submission. Students should create a team name unrelated to their school to support anonymity.

- 3 Three teams will be chosen as finalists on March 6, 2026. The teams will be invited to present their case study in person at the 2026 GIS.
- 4 Finalist teams will attend the Symposium in Des Moines on April 14-15 to present their case to the live audience.
 - A. Accommodations include travel and hotel arrangements for the three finalist teams.
 - B. Symposium attendees will vote to select the best case presented, with \$1,500 awarded to the team with the most votes, \$1,000 awarded to the first runner-up, and \$750 awarded to the second runner-up.

[View Past Submissions Here](#)

If you have questions about the competition, please read our FAQ sheet or contact Marissa Smith at Msmith@LS2group.com.

Learn more about the 2026 Global Insurance Symposium, a premier industry event, at GlobalInsuranceSymposium.com

Who can compete for the GIS Student Case Competition?

- University students who are interested in the insurance industry and looking for an exclusive networking opportunity.
- Each team competing should consist of 2-4 students.
- A university is allowed to submit videos from more than one team.
- A student cannot be a part of more than one team competing.
- Any student competing on more than one team will be disqualified, and so will the entire team.
- A team does not have to consist of students from the same university. Team members may be students at different universities.

Is the case competition open to any major?

- Yes! The only requirement is you must be passionate about the future of the insurance industry.

How will the Case Competition be judged?

- There will be two "judging events":
 - First is the selection of three finalist teams based on the video submissions:
 - The videos will be judged by a committee comprised of industry leaders. Judging criteria will include overall vision for the case study, as well as the use of industry trends analysis and data to address the question: **In an era of increasing retirement and decreasing births, the insurance industry faces a systemic workforce risk. How can insurers showcase the value of the industry, manage human capital risk, and attract the next generation of talent, allowing the industry to thrive into the future?** Creativity and originality are encouraged.
 - The second round of judging will take place at the 2026 Global Insurance Symposium. Audience members will "vote" for their favorite presentation. The team with the most votes will win first place, the team with the second most votes will take second place, and the team with the fewest votes will take third place.
- To ensure an unbiased competition, students are asked to use team names and avoid any references to their school or university.

How long should the video submissions be and when is the deadline to submit?

- Video submissions should not exceed seven minutes.
- The deadline to submit a video is Feb. 24, 2026.

What format should the videos be? (MP4, MOV, WMV or link to on-line source/player)

- We recommend recording over Zoom, but welcome more creative approaches as well.

What should be included in the video submission?

- Teams should include an introduction with the team member names, their majors, and year of graduation. **Be sure to avoid revealing where the team attends college or university to promote unbiased judging.**
- All presentations should be created on the GIS-provided PowerPoint slide deck.
- The final presentation for the finalists at the Symposium should be created on the GIS-provided PowerPoint slide deck.

What categories will students be judged on?

- Did the team successfully convey a vision for the future of insurance (as a whole or a subset/industry/product/service) in the case? – **10 total points possible**
- How creative or original was the team's vision for the future of insurance? – **10 total points possible**
- Use of data and current trends to support their vision. – **10 total points possible**
- Presentation skills. – **5 total points possible**
- BONUS – Quality of overall case – **5 total points possible**

What is the format for the finalists' presentations at the Symposium?

- Each of the three finalist teams will have 10 minutes to present their case study on the possibilities that exist for insurers to showcase the value of the insurance industry and recruit new talent on the main stage of the Symposium on Wednesday, April 15, during lunch.

What do the three finalist teams receive?

- Registration for up to four team members to attend the Global Insurance Symposium in Des Moines, Iowa on April 14 and 15.
- The opportunity to present your case study to 400+ insurance leaders at the Symposium.
- Special networking opportunities with insurance leaders, CEOs, and regulators.
- The following prizes will be handed out:
 - First place - \$1,500
 - Second place - \$1,000
 - Third place - \$750
- A W-9 form will be provided to students so checks can be distributed to individual team members.
- Checks will be made out to the winning students.
- Flights will be booked for up to four team members OR mileage will be reimbursed.
- Hotel rooms will be booked for up to four team members.
- All travel will be coordinated by LS2group.

Can we attend the Global Insurance Symposium even if not a finalist?

- Yes! The Symposium offers a special registration rate to students of only \$40 to attend (a \$695 value).

GIS Student Case Competition

Judge's Scoring Rubric

Category 1: Vision for the Future of Insurance (10 total points possible)

- (9-10 points) The team clearly defined the talent shortage as a strategic risk, and used future scenarios to articulate possible industry outcomes anchored in the principles of resilience and continuity.
- (7-8 points) The team identified their vision and the talent shortage as a strategic risk, and did a good job incorporating future scenarios.
- (5-6 points) The team adequately explained their vision and the talent shortage as a strategic risk, but did not base it on future scenarios.
- (3-4 points) The vision shared was weak with little basis for their narrative.
- (1-2 points) The vision shared was poor or inadequate to convey a compelling vision for the future of insurance.

Category 2: Creativity/Originality of Vision (10 total points possible)

- (9-10 points) The vision shared proposed innovative mitigation strategies and showed originality in reframing workforce issues as risk rather than recruitment challenges.
- (7-8 points) The vision shared was creative but lacked innovation and originality.
- (5-6 points) The vision shared was somewhat original and had some innovative strategies.
- (3-4 points) The vision shared was weak with little creativity.
- (1-2 points) The vision shared was a common view that could have been found through Googling.

Category 3: Use of Data and Current Trends (10 total points possible)

- (9-10 points) The team applied risk analysis frameworks, integrated demographic, economic, or workforce data to support their case, and identified leading indicators that insurers could monitor to track progress.
- (7-8 points) The team incorporated some frameworks, data points, and leading indicators to support their case.
- (5-6 points) The vision shared was inspired by risk analysis frameworks, data points, or leading indicators.
- (3-4 points) The vision shared referenced at least one risk analysis framework, data point, or leading indicator.
- (1-2 points) The vision shared was not based on or didn't include any risk analysis frameworks, data points, or leading indicators.

Category 4: Presentation Skills – Quality of presentation (5 total points possible)

- (5 points) The team communicated their ideas in a clear, structured, evidence-based manner, persuading both technical and non-technical audiences.
- (4 points) The team's presentation was structured and well-presented with a demonstration of engaging presentation skills.
- (3 points) The team's presentation was well-presented and met average expectations with regards to the presentation's organization and the presentation skills demonstrated.
- (2 points) The team's presentation demonstrated a lack of preparedness and presentation skills.
- (1 point) The team's presentation was of poor quality and/or inappropriate to the spirit of the competition.

Category 5: BONUS – Quality of overall Case (5 total points possible)

- (5 points) The team's vision/video was creative, providing holistic, long-term, and actionable insights for industry leaders, and would make a great live presentation at the GIS.
- (4 points) The team's vision/video was appealing and easily understood.
- (3 points) The team's vision/video was easy to follow.
- (2 points) The team's vision/video was difficult to follow.
- (1 point) The team's vision/video was of poor quality and/or inappropriate to the spirit of the competition.