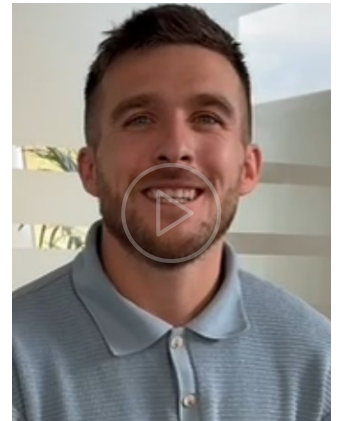


Insurance Coffee Break, OMNIASIG George Albină



[Video available in VIG Groupnet](#)

Please briefly describe the initiative.

The project consists of developing a dedicated podcast studio that will produce and broadcast relevant content for employees, collaborators, intermediaries, and clients, and aims to:

- Promote the company and best practices in insurance.
- Provide financial education and increase risk awareness.
- Facilitate discussions on important topics within the insurance industry.



What were the benefits?

- **Promoting OmniaSIG:** Increasing visibility and strengthening the company's image among employees and clients.
- **Financial education:** Providing useful information and resources to improve the financial knowledge of employees and clients.
- **Risk awareness:** Raising awareness of risks and the importance of insurance.
- **Sharing best practices:** Disseminating best practices in insurance and promoting innovation within the industry.
- **Improving communication:** Facilitating more effective and collaborative communication between employees and other stakeholders.
- **Continuous learning:** Creating a space for ongoing education and professional development



Who were the main stakeholders involved?

Training Department, Marketing Department under the guidance of Vice President, Costi Stratnic.

What were the major learnings and challenges you had to overcome?

- Technical resources (necessary equipment)
- The importance of planning
- Efficient interdepartmental communication
- Continuous learning
- Identifying the right people to participate in the podcast
- Internal and external marketing

Going forward, what are your plans to further develop the project?

- Expanding the topics covered
- Involving internal and external experts
- Increasing visibility

Are you interested in exchanging with George? Please feel free to contact him!

George Albină

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