



PERSATUAN BROKER-BROKER INSURANS DAN TAKAFUL MALAYSIA
MALAYSIAN INSURANCE AND TAKAFUL BROKERS ASSOCIATION

From Pathway to Profession: Building the Next Generation of Brokers

21st January 2026, Wednesday
10:30am – 11:30am
Microsoft Teams

The world we operate in is changing rapidly, and so is our profession. From climate threats to cybercrime, regulatory expectations to reputational pressures, good broking matters now more than ever before.

This webinar explores what it means to be a professional broker in today's shifting landscape. Anchored in ethics, trust, knowledge, and competency, it highlights the principles that will continue to define excellence into the future: integrity, lifelong learning, and a relentless focus on customer value.

With a focus on the evolving capabilities needed to thrive in a digital, risk-focused marketplace, discover how to move from a career pathway to a respected profession – and leave equipped to elevate standards, strengthen trust, and attract the next generation of talent.

Key Takeaways:

- Explore why broking matters more than ever in today's risk and regulatory environment.
- Understand the hallmarks of a professional broker—ethics, trust, customer focus, and technical competence.
- Learn how to build and maintain professionalism through continuous development and best practices.
- Examine career pathways that attract and retain talent in broking.
- Identify the future skills and knowledge brokers need to stay relevant in a digital, client-centric market.
- Commit to shaping a trusted, resilient profession that delivers lasting value to clients and communities.



Katrina Shanks

Chief Executive Officer at ANZIIF

Katrina has spent much of her career in financial services. A Chartered Accountant by trade, Katrina started her career in Audit, spent time at Newton Fund Management in London and then joined Westpac Trust. She has owned her own small accountancy business for seven years, after which she was the Financial Controller for the New Zealand National Party.

Katrina has a deep understanding of the legislative process and how to influence policy development, drawn from her experience as a two-term Member of Parliament. During that time, she chaired Select Committees and was a member of the Commerce Select Committee during the significant legislative changes in the financial services sector.

Katrina has considerable experience leading membership bodies, working with regulatory change, creating public awareness, and has developed a learning academy. In addition to this she has managed the significant Funeral Trust Fund.

Katrina has been the CEO of Financial Advice NZ for five years. She was the inaugural CEO which merged three industry bodies into one professional body. In this time the organisation has become the voice of the financial advice sector, influenced significant legislative and regulatory change, and delivered quality professional development. In addition to this she has ensured research has been the basis for promoting the value of advice to consumers, enabling more New Zealanders, to seek quality financial advice to increase their financial health, wealth and wellbeing.

About ANZIIF

The Australian and New Zealand Institute
of Insurance and Finance

Established in 1884, ANZIIF works with members in 50 countries and has offices in Australia, New Zealand and China.

ANZIIF's mission is to lead and engage industry through education and the promotion of professional standards, enabling members to achieve their career and corporate aspirations. ANZIIF is dedicated to helping businesses, governments and organisations in the insurance and finance industry to fulfill their potential and that of their staff.

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Closing Date

16 January 2026, Friday, 3:00pm