



A Modernized Approach to Continuing Education

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The Insurance Council of Manitoba (ICM) has approved and published updated Continuing Education (CE) Definitions for:

- Life and Accident & Sickness Insurance Agents
- General Insurance Agents and Auto Only Brokers
- Insurance Adjusters

The revisions modernize the CE framework, improve clarity and consistency across licence classes, and recognize a broader range of professional development activities that support ongoing professional competence and consumer protection.

The updated definitions adopt a more principles-based approach to qualifying CE activities and expand recognition of educational topics such as technology, cyber awareness, artificial intelligence, leadership, communication, ethics, and professional practice.

These updates are intended to better reflect the evolving knowledge and skills required of insurance professionals while supporting meaningful and relevant professional development opportunities.

The changes do not:

- Reduce CE requirements;
- Change the number of CE credit hours required for licensing; or
- Reduce ICM's oversight of continuing education activities.

We encourage all licence holders, insurers, agencies, firms and accredited course providers to review the updated definitions available on the [ICM website here](#).

Additional information about these updates will also be featured in the Fall 2026 Council Report – scheduled for release at the end of November 2026.

As the updated definitions may affect how CE activities are assessed and developed in the future, stakeholders are encouraged to familiarize themselves with the changes.

If you have any questions, the ICM team would be pleased to assist.

INSURANCE COUNCIL OF MANITOBA

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