



Virtual Training Session on Below the Line Marketing (CVT-BLM) – 8th January, 2021



In new normal the advertising and marketing budgets of all the organization are shrinking and in such a scenario it is very important that the marketing efforts should be more focused and targeted which will result into a higher overall conversation.

In this background, the College of Insurance aims to provide insurers with a strong theoretical framework on concept of below the line marketing which is extensively used by FMCG and other sectors to get the desired results by way of this programme.

COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Programme Objective:

The programme is designed to enable participants to:

- ✓ Learn about traditional separation of Above The Line (ATL) , Below The Line (BTL) and Through The Line (TTL) concepts
- ✓ Kinds of marketing and Media used for BTL
- ✓ Issues and challenges in various BTL promotional activities
 - Targeted leaflet drop
 - Direct mail campaign
 - In person demonstration
 - Social Media advertisement

Participant Profile: Practitioners in insurance, marketing and related areas, working in the marketing and sales departments of various insurance and broking companies and in related areas.

Duration	Date	Time (IST)	Hours
One Day	8 th January 2021	10.00 hrs. - 13.00 hrs.	03.00 Hours

Course Fees: Rs.1770/- (Rs.1500/- + 9% CGST + 9% SGST)

How to enroll: [Click here for Registration](#) and for any help/queries please mail to college_insurance@iii.org.in

Certificate of Participation: Online Certificate in PDF format will be issued to all the participants.

Programme Coordinator:

Ms. Archana Vaze, Asst. Professor (Email id: vaze@iii.org.in, Mob.no. +91 9769494996)

For enrolment and technical support call / whatsApp on	Name	Mobile No.	Name	Mobile No.
	Mr. Prashant Tare	+91 93719 70647	Ms. Shilpa Vaidya	+91 98691 54850
	Ms. Ashlesha Dalvi	+91 96642 69027	Mr. Dayanand Govekar	+91 98200 21301
	Ms. Nilambari Bagde	+91 99208 83627	Ms. Ellwyn Dsouza	+91 98190 27131