

College of Insurance
Insurance Institute of India, Kolkata
Digital Edge/Age in Life Insurance Marketing and Operations –
Program ID- CPL2
(From: 24th to 25th April, 2023)

Relevance of the Program:-

We have been witnessing that despite continuous efforts of all concerned, still a good number of insurable population is still not insured and hence there is huge scope and opportunities for Life Insurance companies to tap the potential. At the same time, they also have to face competition and build capacity so that they are ready for the available opportunities. Besides, India is targeting to insure all by 2047 and so digitalization in insurance marketing and also operations has to play a greater role. Critical to such capacity building to be ready for available opportunities is the updation of knowledge, skill sets for existing and upcoming digital edge/age in insurance marketing and operations that would enable life insurance managers to effectively connect with the end customers.

Keeping the aforesaid in mind, this program is designed to cover the existing and upcoming digital edge/age in insurance marketing and operations. The Program would incorporate various aspects so that participants are not only able to discharge their functional responsibilities more effectively but also build their ability and confidence for taking on higher responsibilities in their organization.

Participation in this course would provide a unique opportunity to learn from esteemed faculties with rich industry experience along with interaction with exchange of ideas with professionals coming from different insurance companies, which can benefit one another with the best practices adopted across the industry.

Program Objectives:-

- Review and relook at the existing digitalization in insurance marketing and operations along with emerging trends in the marketplace
- How to use digital resources to expand insurance coverage across the wide spread geographies of India
- Digital edge in various aspects of insurance operations for ensuring high level of customer satisfaction , retention with a bonding with the company
- Changing contours of the digitalization in global life insurance market
- Digitalization and distribution of life insurance in the light of contemporary global practices
- Meeting the expectations of millennials , through available and growing digital resources , in both sales and servicing
- Broad understanding of the Applications of Information Technology in Life Insurance

College of Insurance
Insurance Institute of India, Kolkata
Digital Edge/Age in Life Insurance Marketing and Operations –
Program ID- CPL2
(From: 24th to 25th April, 2023)

Program Contents:-

- The changing context of digitalization in Life Insurance
- The Global context of digitalization in Life Insurance
- Future of Life Insurance Distribution, taking advantage of available and upcoming digital resources
- Digitalization in servicing areas for enhanced customer satisfaction
- Use of Information Technology in Life Insurance Underwriting, Accounting , Financial & Risk Management and also arriving at Key Performance Indicator like Embedded Value
- Information System Audit
- Other Topics to cover aforesaid learning objectives

Participant's Profile:-

The Program is mainly designed for anyone directly or indirectly involved in marketing and operations of life insurance and so agents, field officials and executives from various life insurance companies as well as those working in broking firms may participate. It may also be useful for insurance professionals seeking to update their knowledge and skills in various aspects of life insurance business.

Course Coordinator:-

B K Nayak, Principal – 033-48078763 Email: bk.nayak@iii.org.in

Program Duration & Timing: -

2 days & from 10.00 a.m. to 05.00 p.m.

Course Fees:-

- **Participants requiring residential facilities: Total amount Required –Rs. 11800-i.e. (Rs. 10000/- plus 9% CGST + 9% SGST).**

The fees cover tuition, course material, A/C single room accommodation (tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility. Transport facilities will be arranged for the training centre.

College of Insurance
Insurance Institute of India, Kolkata
Digital Edge/Age in Life Insurance Marketing and Operations –
Program ID- CPL2
(From: 24th to 25th April, 2023)

Rooms are reserved from 12.00 noon onwards the day prior to the commencement of the program. The participants can stay till 12.00 noon next day after the conclusion of the program.

- **Non-residential participants: Total amount Required –Rs. 8496/- i.e. (Rs. 7200/- plus 9% CGST + 9% SGST).**

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

Payment Terms and Conditions:-

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) The confirmation of registration for the program will be subject to receipt of payment.
- 3) Please see below details for Bank Transfer.

Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB0000004
MICR Code	400211002
Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Fort Branch, Universal Insurance Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001.

- 4) For online payment mode by following the below link
https://www.coi.org.in/COI_WebPortal/cmc/regDetails.htm?eventid=1648

College of Insurance
Insurance Institute of India, Kolkata
Digital Edge/Age in Life Insurance Marketing and Operations –
Program ID- CPL2
(From: 24th to 25th April, 2023)

Training Venue:-

Please follow below link for Training Venue

<https://www.google.com/maps/place/Synthesis+Business+Park/@22.599688,88.47241,13z/data=!4m5!3m4!1s0x0:0xec3dd61dcbaa87f5!8m2!3d22.5996878!4d88.4724099?hl=en-US>

Address:

Insurance Institute of India
2nd Floor – 2A & 2C,
CBD/1, Synthesis Business Park,
Action Area II, Newtown,
Kolkata – 700 156.

Parking Facility:-

 **Parking Facility: "VEHICLE PARKING IS NOT ALLOWED IN OUR CAMPUS".**

College of Insurance
Insurance Institute of India, Kolkata
Digital Edge/Age in Life Insurance Marketing and Operations –
Program ID- CPL2
(From: 24th to 25th April, 2023)

Nomination Form

- 1) Name: _____
- 2) Address: _____

- 3) Educational Qualification: _____
- 4) Date of Birth: _____
- 5) Position Held.: _____
- 6) Mobile No : _____
- 7) Telephone No. : _____
- 8) E-Mail: _____
- 9) Alternate E-Mail: _____
- 10) Sponsoring Organisation: _____

Please affix
your
photograph
here

- 11) Food preference: Vegetarian Non-Vegetarian
- 12) Accommodation Required: Yes No

- 13) Details of Fee Paid: Cheque / D.D. No. _____ dt. _____
Drawn on _____ Bank, for Rs. _____

Signature & seal of the authority
of the Sponsoring organisation

Signature of the Participant

*Name of Co-ordinator: _____

Mobile No: _____ Tel. No.: _____

Email-Id.: _____ Company Name: _____

*This column is mandatory for those participants who are sponsored by company.