

## Virtual Training Session on Marketing of Insurance Services – In The Current Scenario (CVT-MIS)–Program ID–CPG2 & on 25th April, 2023



Everyone in an organisation is directed towards marketing activities, visibly and/or invisibly. The term “Marketing” often has been misunderstood by the people in an organisation, and act in silos. India is rapidly transforming and developing on all socio-economic fronts; more so digitally driven. Perfect competition is in place. Marketing strategies are taking shifts for wider market penetration for the providers.

Insurance being in the Financial Service sector has its own challenges to “push” (Insurance is primarily a “Push” product for sale) its services for acceptance in an ever increasing competitive market. All the organisations in the insurance ecosystem need to understand well the marketing fundamentals and the marketing mix to create each provider’s USP, not only for profitable growth in business but also to create value additions to the Customers’ Experience.

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

**Program Objectives:** The program is of half day duration. It aims at making the participants unlearn and relearn:

- On all pervasive concept of marketing with a sense to practice
- On the marketing strategy
- On the branding strategy
- On Product and service innovations
- On making the competition irrelevant, creating a situation of an uncontested market

Sounds magical but doable!

**Participant’s Profile:**

- The Program is designed for Executives from Insurance Companies, Brokers, IMF, TPAs and other professionals from marketing or any other field.
- Certificates shall be earned by the participants on successful completion of the program.

Duration	Date	Time (IST)	Hours
Half Day	25 <sup>th</sup> April 2023	10.00 hrs. - 1.15 hrs.	03.00 Hours

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

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

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

**Program Coordinator:** Mr Basant Nayak, Principal, (Email id: [bk.nayak@iii.org.in](mailto:bk.nayak@iii.org.in), Mob.no. +91 8335080196) (Contact Mr Mafikul for any preliminary information on Mob. +91 9433529039)

<b>For enrolment and technical support call</b>	<b>Name</b>	<b>Contact No.</b>	<b>Name</b>	<b>Contact No.</b>
	Mr. Prashant Tare	022 - 26544251	Ms. Shilpa Vaidya	022 - 26544266
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