

**College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Social Media Marketing-Tools and
Techniques for Insurers - Program ID- CPC15
(On 26th September, 2023)**

Relevance of the Program:-

Even though the Mass media helps to grab the attention of a large group of people, it may not be the most effective channel of communication, if one wants to reach out to new generation consumers. While Mass media is more general in nature, Social media allows marketers to connect and engage potential customers where they are, making them actively involved and providing highly personalized services. The onset of Social media marks the beginning of a new era in integrated marketing and communication processes.

In this context, the College of Insurance aims to provide a stronger theoretical understanding to insurers and others involved in marketing insurance and other financial products, through its program on 'Social Media Marketing: Tools and Techniques for Insurance.

Program Objectives:-

The program is design to provide insights to the participants in the following areas:

- Understand basics of social media marketing vs mass media marketing
- Understand various social media tools such as Blogs, Facebook, YouTube, LinkedIn
- Appreciate the issues and challenges while marketing on these media platforms
- How to optimize use of these social media
- How to do the branding to stand out from others

Participant's Profile:-

Practitioners in insurance, information technology and related areas, working in the marketing and technical departments of various insurance and broking companies and in related areas.

Course Coordinator:-

Mr. Arun Kumar Bhatia 022-26544247 Email: arunbhatia@iii.org.in

Program Duration & Timing: -

1 day & from 10.30 a.m. to 05.00 p.m.

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Course Fees:-

- **Participants requiring residential facilities: Total amount Required –Rs. 5900/- i.e. (Rs. 5000/- plus 9% CGST + 9% SGST).**

The fees cover tuition, course material, A/C single room accommodation in the Institute's campus and full boarding (bed tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility.

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. 4248/- i.e. (Rs. 3600/- 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.

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4) For online payment mode by following the below link

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/regDetails.htm?eventid=1767

Training Venue:-

Please follow below link / QR Code for Training Venue

<https://qrgo.page.link/qs2Qb>



Parking Facility:-

Public parking available at 5 minutes walking distance (Behind US Consulate).

Respond to:-

Mr. Vivek Rane	college_insurance@iii.org.in	022-26544297
Ms. Nilambari Bagde		022-26544234
Ms. Snehal Vartak		022-26544251
Ms Vrushali Nagawekar		022-26544266
Ms Jayashri Salian		022-26544324
Ms. Sneha Pednekar		022-26544290
Ms. Mrunal Satam		022-26544216

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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.