



# College of Insurance

## Insurance Institute of India, Mumbai

### Classroom Training Session on Insurtech and Digital Marketing (CT-IDM)

(From: 24<sup>th</sup> to 25<sup>th</sup> October, 2024)

#### Program Concept and Objectives:

The Insurance Market has been witnessing rapid advances in technology and the aspirations of the consumers are changing along with it. Consumers are becoming smarter and nowadays do evaluate insurance companies, different products and make informed choices.

Insurance companies are keen on keeping pace with the rapid advances in technology and providing a seamless end-to-end journey for their customers. However, the benefits of technology can be reaped only if they are able to make employees appreciate the same.

College of insurance has designed a two-day program with the primary objective of empowering insurance professionals and marketing practitioners with the latest insights and skills in leveraging Insurtech and Digital Marketing strategies. The integration of these elements would help to drive innovation and enhance customer engagement for the company and contribute to their growth and sustainability.

#### Key Takeaways from the Program:

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

- Reconnecting with the theoretical framework of Service Marketing
- Developing better insights into different approaches of online and offline marketing
- Appreciating the increasing relevance of knowledge and technology in insurance
- Realigning themselves with the technical and risk management aspects of online marketing
- Understanding the challenges in designing, developing the products for online space
- Appreciating concerns in servicing of such online products

#### Participant Profile:

The Program is designed keeping in mind the requirements of marketing executives, information technology practitioners, and those in technical departments and related areas in insurance and broking companies.

#### Program Coordinator:

Dr. Ramesh Kumar Satuluri

022-69654263

Email: [ramesh@iii.org.in](mailto:ramesh@iii.org.in)



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**Insurance Institute of India, Mumbai**  
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**Marketing (CT-IDM)**  
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**Program Duration & Timing:**

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

**Program 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 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. 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	Branch - Fort Branch Address - 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/eventDetails?eventid=2230](https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2230)

**Program Venue, Location and Parking:**

**Program Venue:**

College of Insurance,  
Insurance Institute of India,  
C-46, G-Block, Bandra-  
Kurla Complex,  
Mumbai - 400 051 India.

Please follow the link /  
scan QR Code for  
training venue.



<https://qrگو.page.link/qs2Qb>

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

**Program Team:**

Ms. Nilambari Bagde	<a href="mailto:college_insurance@iii.org.in">college_insurance@iii.org.in</a>	022-69654234
Mr. Sujay Mahadik		022-69654251
Ms. Akshara Nagpal		022-69654266
Ms. Jayashree Salian		022-69654249
Ms. Mrunal Satam		022-69654216