



College of Insurance

Insurance Institute of India, Kolkata

Classroom Training Session on Leveraging Social Media for Life Insurance Selling (CT-LSMLIS)

(On: 19th July, 2024)

Program Concept and Objectives:

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, Kolkata 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 Life Insurance.

Key Takeaways from the Program:

The one day class room program is designed to provide insights to the participants in the following areas

- The Basics of social media marketing vs mass media marketing
- Various social media tools such as Blogs, Facebook, YouTube, LinkedIn
- The issues and challenges while marketing on these media platforms
- Optimizing use of these social media
- Branding to stand out from others

Participant 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.

Program Coordinator:

Mr Judhajit Sen, Faculty

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Program Duration & Timing:

1 day & from 10.00 a.m. to 05.00 p.m.

Program Fees:

- **Non-residential participants: Total amount Required –Rs. 2950/- i.e. (Rs. 2500/- 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.

- 4) For online payment mode by following the below link

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/registrationForm?eventid=2105



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Program Venue, Location and Parking:

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: "Limited Parking Facilities are available"

Program Team:

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