



College of Insurance

Insurance Institute of India, Mumbai

Classroom Training Session on Social Media Marketing-Tools and Techniques for Insurers (CT-SMM), (From: 26th September, 2024)

Program Concept and Objectives:

Social Media has become an integral part of the marketing landscape for insurers. It offers an effective platform to engage with audiences, build brand awareness and drive customer acquisition. Social Media marks the beginning a new era in marketing and communication process.

College of Insurance aims to conduct a two-day training program with an aim to provide insurance professionals with the knowledge and understanding of the tools and techniques needed to navigate the dynamic landscape of Social Media Marketing. The program is designed to provide participants with actionable insights to enhance their efficiency in social media marketing.

Key Takeaways from the Program:

This program is designed to help the participants:

- Learn the basics of Social Media Marketing and Mass Media Marketing
- Appreciate the tools employed in Social Media Management
- Recognize the importance of Social Media Tools and their optimization
- Appreciate the issues and challenges while marketing on the Social Media Platforms
- Understand Compliance and Risk Management related considerations in Social Media Marketing

Participant Profile:

Practitioners in insurance companies and broking, social media managers and co-ordinators, legal and compliance professionals, as well as executives interested in enhancing their knowledge of social media marketing.

Program Coordinator:

Dr Ramesh Kumar Satuluri

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Program Duration & Timing:

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

Program 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	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=2200

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://qr.go.page.link/qs2Qb>

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

Program Team:

Ms. Nilambari Bagde	college_insurance@iii.org.in	022-69654234
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Ms. Jayashree Salian		022-69654249
Ms. Mrunal Satam		022-69654216