



About BIMTECH

Birla Institute of Management Technology (BIMTECH) is a leading business school founded by late B K Birla group in year 1988. It is an AICTE approved autonomous institute offering two year full time Post Graduate Programs (PGDM) in four different streams including one exclusively for insurance business management. All the four courses run by BIMTECH are NAAC / NBA accredited and have MBA equivalence from Association of Indian Universities. BIMTECH is ranked one among the top 10 private B school in India by different rating agencies.

Master Class *in* Digital Marketing for Insurance Professionals (Online Mode)

Insurance Program at BIMTECH

BIMTECH was pioneer in getting professional insurance management course at post graduation level in the country in year 2000 when the industry was opened up. Over the years, BIMTECH has carved out a permanent niche for itself among the recruiters by constantly monitoring the emerging trends and assimilating the requirements of professional education, research, training, and consultancy in the field of insurance and risk management. Many of the senior alumni are now occupying leadership position in insurance sector in India & abroad.

The strategic partnership with Swiss-Re, academic accreditation with CII-UK, MoUs with leading global insurance education providers like LOMA-USA, IIBA (Canada), RIMS-USA & close liaison with organizations like FAIR and RMAI are the distinctive features of the insurance program at BIMTECH.

<https://www.bimtech.ac.in/programs/pgdm-IBM/#>

Overview of digital marketing for insurance professionals

In this era of Industry 4.0 all the industries are having the impact of the digital disruption . INSURANCE is no exception & it too is witnessing a paradigm shift in its sales & operation domains.

The COVID 19 put a complete break on the face2face conversational sales & the sales persons are having tough time in engaging their clients. Digital sale is the future.

The proposed six hour course intends to provide an opportunity to the working professions to understand the importance of the digital marketing in current era. The digital marketing disruptions & the future scenario would be the focal point in deliberations. The participants would be provided the practical approach in sales value chain starting from lead generation to closing.

Course Content

The six hour course would be divided in to 4 modules of 1.5 hours each

Module 1 : Basic principles of marketing

Module 2 : Basics of digital marketing

Module 3 : Different tools & their use for Insurance sales

Module 4 : Communication content & sales appeal.

Target Audience : Insurance sales professionals with a minimum of one year of work experience in insurance industry. The persons should be conversant with the digital space & the different social media platform.



Delivery Mode : The classes would be conducted through online platform Zoom in synchronous mode. Participants are required to have access to a personal computer / laptop & a stable internet connectivity. The study material & the recorded class delivery would be shared to the participants.

Certificate : Upon completion of the program the participants would be awarded certificate of participation.

Date : October 10th , 2020 (Saturday) in Hindi

Course Fee : Rs 1200 plus GST

Resource Faculty :

Prof Manoj Kumar Pandey & Prof Saloni Sinha

**For registration & fee payment use the link
<https://www.bimtech.ac.in/eventregistration/>**



Prof Manoj K Pandey is an Associate Professor with BIMTECH teaching insurance & marketing subjects . He started his insurance career with LIC as an officer in 1992 & served in industry for over 20 years. Since December , 2011 , he is involved in teaching & research in area of life insurance , insurance distribution & #InsureTech

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Prof Saloni Sinha is a faculty of Business Communication at BIMTECH, Gr Noida. She has a rich experience in teaching, training, and research in this area. She has designed and delivered several national and global level training modules for academia, corporates, and government.

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