

● 7 CPD Hours | Introductory

Marketing Marine Insurance Programmes

[Register Here](#)**Venue: To be advised****Date: 1 Jul 2024****Time: 9.00 a.m. to 5.00 p.m.**

Programme Highlights

Step into the dynamic world of marine insurance marketing with our targeted course, specifically crafted for marketing and insurance professionals. In this insightful three-hour session, you'll explore the unique aspects of marine insurance and learn how to effectively market these specialized products.

Our course is a treasure trove of knowledge for anyone looking to make waves in the marine insurance sector. We offer a deep dive into the latest marketing strategies, digital trends, and client engagement techniques tailored for this niche market. You'll learn how to identify and capitalize on unique selling points, tailor your approach to a diverse client base, and overcome industry-specific challenges.

This is more than just a course; it's a gateway to mastering the art of marketing in the marine insurance landscape. Whether you're a seasoned marketer, a budding insurance professional, or a business development expert, our course will arm you with the knowledge and strategies to navigate the competitive waters of marine insurance marketing successfully.

For Whom

- Insurance professionals, agents and brokers specializing in marine insurance
- Marketing professionals in insurance companies
- Business development managers in maritime industries
- Risk managers and underwriters in marine sectors
- Professionals in shipping, logistics, and maritime law

Key Learning Objectives

At the end of the programme, participants should be able to:

- Understand the fundamentals of marine insurance and its market.
- Learn effective strategies for marketing marine insurance products.
- Identify the unique selling points and challenges in marine insurance.
- Develop skills for targeting and engaging potential clients.
- Gain insights into digital marketing trends relevant to marine insurance.

Programme Outline

- Introduction to Marine Insurance: Concepts and Scope
- Marketing Strategies for Marine Insurance
- Identifying and Targeting Potential Client Segments
- Digital Marketing Trends in Marine Insurance
- Overcoming Challenges in Marketing Marine Insurance
- Case Studies: Successful Marketing Campaigns in Marine Insurance

Programme Leader

L.M. Mohamed Ismail is an Associate Director at Acclaim Insurance Brokers Pte Ltd in Singapore. Ismail offers specialized risk management advice for high-value global shipments and has developed innovative tools for industries handling dangerous goods.

Programme Fee

Full Course Fee: S\$414.20

(incl. of 9% GST)

Net Course Fee: S\$224.20

(incl. of 9% GST and after 50% MCF funding) for Singapore Citizens and Singapore Permanent Residents

*Eligible participants are required to pay the net course fee only upon registration.

SINGAPORE COLLEGE OF INSURANCE

CPE Registration No: 199408491M

Period Of CPE Registration: 26-09-2023 to 25-09-2027

For enquiries, please contact: Singapore College of Insurance

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Information presented on this marketing material is correct at the time of publishing. However, changes to the programme contents, dates, time, duration, venue and faculty members can occur owing to unforeseen circumstances. Every effort will be made to inform all participants of such changes on a timely basis.

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