



Key Learning Outcome

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

- understand the basic concept of Life insurance product.
- understand the basic cycle of product development.
- understand the types of riders.
- state the structure of life insurance policy provisions contracts.

Key Course Content

Day 1

- History
- Life Insurance Product - worldwide
- Types of Life Insurance Products
- The pricing strategy of Life Insurance products
- Introduction - New Product development and Product Life Cycle Strategies
- Reasons for new product failures
- Major stages in new product development:
 - Idea Generation
 - Idea Screening
 - Concept development and testing
 - Concept Development
 - Business Analysis
 - Market strategy development
 - Product Development
 - Product Implementation
 - Post Implementation Review

Day 2

- Definition of Basic Plans
 - Individual
 - Group
- List of Basic Plan
 - Endowment
 - Term insurance
 - Whole Life
 - Investment Link
 - Annuity
 - Hospital and Surgical
- Definition of Riders
 - Total permanent disability
 - Term Rider
 - Accidental Death Benefit
 - Hospital Income benefit
 - Waiver of premium
- Standard Policy Provision
 - Basic Plan – individual
 - Basic Plan – Group
 - Riders

Target Audience

- New entrants in the insurance companies / takaful operators
- Newly recruited agents

Trainer's Profile

ELWIN LAU
B.Sc (Hons) (UK), MFP(Aust), ANZIIF(Senior Assoc), ChFC, CFP, RFP and Shariah RFP

Elwin has been actively involved in insurance industry for more than twenty five years. He has held various positions as Manager of Underwriting, Branch Head and Head of Operations and Customers Service. He has a Bachelor of Science (Honours) and possesses a Master in Financial Planning. He is also a Senior Associate of The Australian Insurance Institute and New Zealand Institute of Insurance and Finance (ANZIIF).

He currently provides financial planning consultancy to both individual and business owners in the financial services industry. He serves as Treasurer of the Malaysia Financial Planners & Advisers Association.

He also conducts regular training in technical insurance with Malaysian Insurance Institute and various institutions in financial planning for professional examination. He is a certified trainer to Malaysian Insurance Institute, RFP program in addition to CFP program.

Elwin is a Chartered Financial Consultant (ChFC), a Certified Financial Planner (CFP), Registered Financial Planner (RFP) and Shariah Registered Financial Planner (Shariah RFP).

Date	1 - 2 July 2020
Closing Date	24 June 2020
Time Duration	9 am - 5 pm 2 Days
Price	MII Member : RM 901 (single), RM 849 (Group) Non Member : RM 1104 (Single), RM 1047 (Group) International: USD300 (Single), USD280 (Group) (HRDF Claimable) * Subject to HRDF Conditions
Level	Foundation
CPD Points	14
Venue	THE MALAYSIAN INSURANCE INSTITUTE MII City Centre, Suite 6.0W, Level 6 Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur

REGISTRATION POLICY & DECLARATION

- Registration can be done via online at www.mii4u.org/llms/user/login. (*Group Registration : Minimum 3 participants and above)
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- Contact person or participants will be notified through the email, fax or phone on the status of the course.
- Any Cancellation after the closing date is not allowed. However replacement of participant is accepted.

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