

TENTATIVE

## Marketing Strategy for Individual Life Insurance Course

( Sept. 8 - 10, 2021 )

"Channel Strategy & Product Development corresponding to Different Channels"

Date	Time*	Detailed Schedule
Sept. 8 (Wed.)	13:00 - 13:45	Opening Address & Self Introduction
	13:45 - 15:00	"Overview of Life Insurance Industry in Japan"
	15:00 - 16:00	Intermission
	16:00 - 17:30	"Product Strategy that supports Concept of Total Life Planning"
	17:30 - 18:00	Group Discussion
9 (Thu.)	13:00 - 14:30	"Channel Strategy of a Life Insurance Co."
	14:30 - 15:30	Intermission
	15:30 - 17:30	"Product Development and Strategy for Independent Agents"
	17:30 - 18:00	Group Discussion
10 (Fri.)	13:00 - 15:00	"Products and its Sales Strategy for Bancassurance"
	15:00 - 16:00	Intermission
	16:00 - 17:30	Keynote Lecture
	17:30 - 17:45	Closing Address

\* Japan Time

### <Time Difference>

Korea	0
China	-1
Malaysia	-1
Mongolia	-1
Philippines	-1
Taiwan	-1
Indonesia	-2
Thailand	-2
Vietnam	-2
Nepal	-3.25
Sri Lanka	-3.5
Turkey	-6

\* The list includes the regions which we received applications for the current seminar.