



Singapore College
of Insurance

Nurturing
Asia's Best

General Insurance Broking: A Foundation Programme

Empowering The Next Generation Of Insurance Brokers



The Current Landscape

- Evolving insurance industry demands.
- Increasing regulatory requirements.
- Necessity for deeper risk management insights, especially with ESG risks.
- Technological advancements in insurance
- Increased litigation for errors and omissions





Training Needs of Insurance Brokers

- Understanding regulatory guidelines.
- Effective client relationship management.
- Addressing modern risks like ESG and tech-related risks.
- Ethical decision-making.
- Strategic risk placements.
- Professional liability exposures
- Business development challenges





Programme Highlights

- Designed for new entrants or with below 3 years' experience in the general insurance broking industry.
- Acquire the skills and knowledge to be an effective insurance broker.





Programme Coverage

- Comprehensive training for insurance brokers, covering their role in risk placements, including ESG risks, as well as the design of insurance program and adherence to regulatory guidelines, such as technology Risk Management.
- It emphasizes the critical aspect of insurer selection to mitigate the risk of insurer failure.
- Additionally, the program explores claims servicing, fraud prevention, and other broker services, highlighting the broker's role as a risk manager.





Programme Coverage

- Discussions include managing professional indemnity exposures, ethical conduct, and client relationship management, concluding with sales techniques and insurance proposal presentations.
- The Singapore Insurance Brokers' Association Code of Conduct 2023 has been incorporated into the programme for new brokers to appreciate and adhere to the expected standard of professional behaviour.





Programme Coverage cont'd

- Details of two papers released by the Insurance Culture and Conduct Steering Committee (ICCSC) in 2022 providing best practice guidelines and recommended initiatives for stakeholders within the insurance ecosystem to elevate the culture and conduct standards of insurance companies, intermediaries, employees, and the insurance ecosystem, have been incorporated into this programme.





General Insurance Broking: A Foundation Programme

For Whom

- New entrants to the general insurance broking industry
- Insurance brokers with not more than three years' experience
- Also suitable for reinsurance brokers who wish to understand the basics of insurance broking





General Insurance Broking: A Foundation Programme

Key Learning Outcomes

At the end of the programme, participants will be able to understand the:

- role and duties of the broker from a legal and market perspective
- regulatory guidelines applicable to the broker such as Technology Risk Management, MAS Notice No.: 507 (Notice on Cyber Hygiene) etc.
- role of the broker as a risk manager including the underwriting of ESG risks



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Key Learning Outcomes (cont'd)

- At the end of the programme, participants will be able to understand the role of the broker in:
 - determining client needs and placing risks with insurers
 - selecting insurers
 - the designing of insurance programmes
 - handling claims and insurance fraud
 - developing business, sales and presenting insurance proposals
 - managing professional indemnity exposures, ethical issues and conduct
 - managing client relationship



General Insurance Broking: A Foundation Programme

Modules

- Module 1: The Role of The Broker & Regulatory Guidelines
- Module 2: The Broker As A Risk Manager
- Module 3: Customer Needs and Risk Placements
- Module 4: Designing An Insurance Programme
- Module 5: Selecting Insurers
- Module 6: Claims Liaison and Servicing
- Module 7: Insurance Fraud
- Module 8: Professional Indemnity and Ethics
- Module 9: Client Relationship Management
- Module 10: Business Development
- Module 11: Sales Meetings and Presentations



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Keynote Presentation

Featuring A Keynote Presentation On 'The Future of Insurance Broking'

by Ms Ng Leng Leng,
CEO of Arthur J. Gallagher,
President of Singapore Insurance Brokers' Association



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Need For Programme

- Address current industry gaps.
- Keep abreast of latest regulations.
- Holistic approach - from understanding risks to client management.
- Virtual setting allows for flexibility.



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Benefits For Brokers

- Gain a competitive edge in the market.
- Improve client satisfaction through better service.
- Reduce errors and omissions risks.
- Stay ahead of industry changes and challenges.



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Other Details

Programme Starts In September 2023

Upon completion of the programme, participants who are interested in attaining the **Certificate in General Insurance Broking** are entitled to register for a **complimentary assessment** at the Singapore College of Insurance.

Assessment Format is Multiple Choice Questions.

This programme is supported by the Singapore
Insurance Brokers' Association

FTS Funding Available For This Programme!



General Insurance Broking: A Foundation Programme

Other Details

Duration:

Eight (8) sessions of Virtual-Instructor Led Training (VILT) –
3.5 hours per session / day

CPD:

28 hours

Dates:

18, 20, 27 Sep, 2, 4, 6, 9, 11 Oct 2023

Time:

9.00 a.m. to 1.00 p.m. (Singapore Time)



General Insurance Broking: A Foundation Programme

Programme Fees

Net Course Fee (For Singaporean Citizens aged 40 years old and above):

S\$580.00

Net Course Fee (For Singaporean Citizens below 40 years old and Singapore Permanent Residents):

S\$780.00

Overseas Participants

S\$1,000.00 (GST & FTS funding not applicable)

Full Promotional Course Fee for Singaporeans (incl. of 8% GST):

S\$1,080.00 (Original Fee-S\$1,620) –*Net Fee above based on promotional rate*

***FTS funding capped at S\$500.00 per participant.**



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Registration

Please scan QR code
to register





Singapore College
of Insurance

A wide banner image showing a nighttime cityscape with illuminated skyscrapers. The image is overlaid with a semi-transparent blue and teal gradient that tapers from left to right.

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Thank You

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