

AGENDA

8:30 am - 9:00 am

Coffee & Registration

9:00 am - 9:45 am

Welcome & Opening Remarks: HNW Marketing's Challenges and Strategies

Andy Khoo, Managing Director, LIMRA Talents Solution international, USA

9:45 am - 10:30 am

Affluent or High Net Worth or Mega-Millionaires?

Saurav Biswas, Associate Research Director, International Research, Hong Kong

10:30 am - 11:00 am

Networking Break

11:00 am - 11:45 am

How to market to HNW?

Michael Seow, Senior Financial Services Director, Prudential Singapore, Singapore

11:45 am - 12:45 pm

Lunch Break

12:45 pm - 1:30 pm

What instruments does the HNW need?

Keon Chee, Trust & Estate Planning Advisor, Kensington Trust Singapore Limited, Singapore

1:30 pm - 2:15 pm

High Net Worth, how to serve and keep them?

Michael Seow, Senior Financial Services Director, Prudential Singapore, Singapore
Keon Chee, Trust & Estate Planning Advisor, Kensington Trust Singapore Limited, Singapore

2:15 pm - 2:45 pm

Networking Break

2:45 pm – 3:45 pm

Panel: How can a company help advisors penetrate advanced markets?

A multi-perspective look at what is required for a company to design and develop an advanced market selling course that supports its salesforce to penetrate the advanced market.

3:45 pm - 4:30 pm

How Mixed Reality and AI can be used in Insurance training?

Rayvan Ho, CEO and Founder, ACKTEC Technologies, Singapore

4:30 pm

Adjourn



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High Net Worth, how to serve and keep them?

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HNW Marketing's Challenges and Must Know Strategies

Andy Khoo, Managing Director, LIMRA Talent Solutions International, USA