



***Want to take your sales training to the next level?
Want to know what is required to help your salesforce
reach the affluent in your markets?***

***When it comes to targeting the wealthy, you cannot make the mistake of thinking
one size fits all. Similar to the general population, the high net worth crowd has
its own unique needs and desires.***

Research on the affluent is scarce, and what is available is tightly guarded. In LIMRA's 2019 Regional Training Seminar featuring advanced sales training – how to market to the affluent, you will discover:

- Latest LIMRA and industry research on the affluent market
- Affluent lifestyles and purchasing “drivers”
- A systematic approach to target and penetrate the affluent market
- What is required to develop a training solution to help your agent/advisor market to the affluent
- The latest trend in revolutionary technologies that can be applied to insurance training
- How to take your company's selling prowess to the next level

2019 LIMRA REGIONAL TRAINING SEMINAR

Advanced Sales Training – How Do You Market To The Affluent?

**October 10, 2019
8:30 a.m. to 4:30 p.m.**

**Conrad Hotel Bangkok
All Seasons Place
87 Wireless Road
Bangkok 10330, Thailand**

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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HNW Marketing's Challenges and Must Know Strategies

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