



**Africa
Bancassurance
Academy Ltd.**

In Collaboration With



West Africa Business School

PRESENTS

MICROINSURANCE MASTERCLASS




**FIESTA
ROYALE**
HOTEL | ACCRA

Date: 26 – 27 September, 2019

Venue: Fiesta Royale Hotel, North Dzorwulu, Accra - Ghana

WELCOME • AKWAABA • BIENVENUE

OVERVIEW

It's estimated that up to four billion people worldwide are denied access to financial services including insurance. Billions of uninsured individuals, families and small businesses are exposed to risks which can result in catastrophic losses. Despite encouraging signs of increased insurance cover uptake in some markets, climate change and extreme weather events are exposing the poorest and most vulnerable to risk as never before. Though poor households often face greater risks than the rest of the population, they have less access to formal insurance to protect themselves against these risks, which may include the death of the family breadwinner, severe or chronic illness in the family, or the loss of an asset, including livestock and housing. Insurance helps people manage unexpected events in return for payments proportional to the likelihood and level of a specific risk.

Microinsurance or inclusive insurance is an essential part of sustainable economic development, and is crucial to manage increasing risks of many poor people who live in disaster-prone countries. With just 12 years remaining to realise the UN Sustainable Development Goals and less than two years to meet the G7 target to insure 400 million people against the impacts of climate change, inclusive insurance will help ensure no-one is left behind.

This masterclass gives participant the opportunity to be introduced to the key components of microinsurance and how to succeed in the microinsurance sector. The microinsurance masterclass will be delivered by a globally acclaimed micro-health insurance and microinsurance expert very excited to discuss and identify ways of accelerating growth and economic viability in inclusive insurance for emerging markets.

OBJECTIVES

Upon completion of the masterclass, participant will have been introduced to the overall concept of microinsurance and important aspects of its product development, distribution, regulation, pricing, operations and monitoring.

BENEFITS OF ATTENDING

Learn the concepts of microinsurance and operational modalities from an experienced professional in an interactive environment. Learn how to build strong distribution partnerships and settle claims with speed maximizing the customer-centric model.

LEARNING OUTCOME

Upon completion of this course, participants will have participated in lectures, discussions and activities to understand the key aspects of microinsurance.

WHO SHOULD ATTEND:

- Students of insurance or microinsurance from universities and other institutions of higher learning,
- Professionals with some finance or insurance knowledge but no knowledge on microinsurance
- Mid- management of an insurance company interested in microinsurance
- Key decision-makers from insurers, microfinance institutions, other distribution partners and funders who are serious in making a difference in microinsurance
- Management of MFBs, NGOs or other potential affiliate interested in microinsurance



CONTACT

Tel: +234 8027922649

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AGENDA/PROGRAMME CONTENT

DAY 1

Morning session: (3 hrs 45 minutes)**Welcome (30 mins)**

- Overview, Objectives and Teaching style
- Introductions

Session 1: Introduction to Microinsurance/Inclusive Insurance (1 hour)

- Definition and description of Microinsurance and a brief history.
- The need for microinsurance and typical microinsurance customers
- Evolution of microinsurance: The Learning curve and participating Countries
- Examples of Types of products
- Marketing microinsurance.

Break: (15 minutes)**Session 2: Product development(1 hour)**

- Finding out the clients needs.
- Typical Client needs.
- Reaching the client.

Session 3: Distribution and Partnerships (1 hour)

- Importance of Distribution
- Importance of Partners
- Example around the globe
- Qualities of a good partner.

Lunch: (1 hour)**Afternoon session: (2 hours 45 minutes)****Session 4: Key Regulatory issues in Microinsurance(1 hour)**

- Proportionality
- Distribution, Sales, Bundling
- Unique circumstances in the country
- Regulatory examples (circulars, guidelines, regulations, informally understood)

Break (15 minutes)**Session 5: How to price MI products? (1.5 hour)**

- What does a premium need to cover?
- Components of pricing
- Example

Day 2

Morning session: (3.75 hours)**Recap (30 minutes)****Session 6: Preparing to offer microinsurance (1.5 hours)**

- Differences between regular insurance and microinsurance
- Requirements to assess for insurers to implement microinsurance.
- Operations and Process changes needed to offer microinsurance?
- Changes required to provide faster service.

Break (15 minutes)**Session 7 (1.5 hour)****The Business Case for Microinsurance**

- Regular insurance vs microinsurance margins
- Profits: Margins vs the numbers
- Essentials for financial success in microinsurance
- Time to profitability

Lunch (1 hour)**Afternoon Session: (3.75 hours)****Session 8: Introduction to Key Performance Indicators for Microinsurance (1.5 hours)**

- Importance of Monitoring and Evaluation
- Product Awareness and Client Satisfaction ratios

Break (15 minutes)**Session 9: Introduction to Key Performance Indicators for Microinsurance cont'd (1.5 hours)**

- Product value ratios
- Service Quality ratios
- Financial Prudence ratio

Wrap up and Feedback (30 mins)

CONTACT

MEET THE SPECIAL GUEST SPEAKERS



Mr. Denis Garand, FCIA, FSA
Board Member of MICRO

From 1981 to 2000 worked for a cooperative insurance company as Group Actuary, Director of Marketing and Vice-President of Group insurance as well as an

advisor to developing cooperative insurers. Since 2001, Denis had been an independent consultant, focusing on the Canadian group insurance industry, international microinsurance programs, health insurance and international regulatory systems. Canadian assignments have included strategic reviews, capital management, training, product development, pricing, mergers, insurance company start up and the development of the first Canadian disability incidence study. Denis is the preeminent expert on disability insurance in Canada having developed LTD rates for many insurers, conducted valuations of disability plans and is the co-author of the CIA 2004-2008 and the CIA 2009-205 LTD termination study.

Denis has worked in over 30 countries in health insurance, regulations and microinsurance.

Health insurance practice has been on product development, distribution systems, pricing, and management for micro health insurance. Denis has worked in 6 countries on the design and modeling of universal health care systems.

Denis has experience advising insurance regulators in over 6 countries on regular and microinsurance best practices in regulations.

In addition to micro health insurance, Denis has experience in all aspects of life, property, agricultural micro insurance.

Denis is a former Board member for the Micro-insurance Network. Former member of the ILO innovation facility steering committee, and a Board Member of MICRO.

Denis is frequent speaker, trainer and has published, Business Planning for Microinsurance, Key Performance Indicators for Microinsurance, Protecting the Poor, Funding Public Health Plans Globally and in Canada, Lessons Learned and Good Practices in Health Microinsurance, etc.



Mr. Obasi Ngwuta
Director General/CEO, West Africa Business School

Mr. Ngwuta is a 22-years veteran of the financial services industry in West

Africa having worked in consulting, stock broking, insurance and banking. He is the Founder & President of Africa Bancassurance Academy Limited and also the Director General/Chief Executive Officer of West Africa Business School, the foremost regional training institution for business, leadership and management education in Sub-Saharan Africa. In this role for the past 9 years, he is responsible for the regional institution's leadership and business strategy execution including Knowledge Management, Executive Education, Certification Training, Development and Implementation of Corporate Training Programmes, Marketing of International Conferences, Workshops and Seminars, Research & Development, Consultancy, International Business Alliance Networks Development, Feasibility Study and Business Research Projects.

Mr. Ngwuta was at various times Head of Bancassurance and subsequently Relationship Manager SME Banking at Standard Chartered Bank; Group Head, Business Solutions Development at UBA Insurance Limited; Head, Products, Branding & Marketing Support at UBA Metropolitan Insurance Limited; Head, Corporate Planning & Risk Management at Sovereign Trust Insurance Plc; and General Manager at Intellbank Consulting Ltd. He is an expert in Bancassurance, Insurance, Risk Management and SME Banking. He has extensive experience with large-scale financial products development, including the successful United Bank for Africa rollout of mass market insurance products in Nigeria in 2006.

Mr. Ngwuta is a graduate of University of Science and Technology, Enugu and Obafemi Awolowo University, Ile-Ife where he obtained his Bachelor of Science (B.Sc.) in Insurance & Risk Management and Master in Business Administration (MBA) degrees respectively. Mr. Ngwuta is a longtime member of the British Project Management Professionals (BPMP), Centre for Management Development (CMD), Nigerian Institute of Management (ANIM), Chartered Insurance Institute of Nigeria as well as Risk and Insurance Managers Society of Nigeria where he was the chairman of technical and education committee for many years. Mr. Ngwuta is the Author of many books including the 546-page bestselling professional insurance book titled "Modern Insurance Business Management" published in 2007 by Nigeria Insurers Association. He is happily married with grown up children.

CONTACT

Tel: +234 8027922649 e-mail: wabs.edu@gmail.com, info@westafricabusinessschool.com



HOW TO REGISTER FOR THE COURSE

Interested organisations should send the names of their employees selected to participate in this masterclass by e-mail to: wabs.edu@gmail.com, info@westafricabusinessschool.com
You can also call and speak with the Programme Manager on Tel: +2348027922649, +2348143002943 (Obasi) by 8.00am – 5.00pm Monday - Friday.
Register today and enjoy early-bird discount on regular course fee.

Event Date & Venue

Date: 26 – 27 September, 2019

Time: 9:00 am - 5:00 pm daily

Venue: Fiesta Royale Hotel, North Dzorwulu, Accra - Ghana

Course Fee

The masterclass fee is structured in a way to make it affordable to companies/ organisation and very easy to make payment for all delegates as follow:

1. Nigerian Residents:

- **Early Bird** –N175,000.00 per delegate (Book & Pay Before 30th July 2019)
- **Group Rate** –N150,000.00 per delegate for 3 or more delegates from one company/organisation (Book & Pay Before 30th July 2019).
- **Normal Rate** – N200,000.00 per delegate (Book & Pay After 30th July 2019).

2. Other Africa Countries/Foreign Delegates:

- **Early Bird** - US\$500 per delegate (Book & Pay Before 30th July 2019)
- **Group Rate** - US\$400 per delegate for 2 or more delegates from one company/organisation (Book & Pay Before 30th July 2019)
- **Normal Rate** - US\$600 per delegate (Book & Pay After 30th July 2019)

NOTE:

- **Early bird fee applies to registration and payment made on or before 30th July 2019.**
- Registration & payment of course fee must be received by closing date to enable organizers list the delegate/participants in the appropriate programme brochure.
- The course fee excludes any tax, hotel accommodation and dinner. Participants are therefore expected to be responsible for their respective airfare, accommodation and dinner where necessary.

The course fee covers the following:

- ✓ Two full days quality training,
- ✓ Tea/coffee break, lunch and refreshments daily,
- ✓ File folder, printed course notes or flash drive loaded with course notes or both,
- ✓ Certificate of attendance

How to make payment of course fee:

1. Nigerian Residents should make payment of course fee in local currency by Bank draft, e-transfer or Cash deposit issued in favour of:

Beneficiary: West Africa Business School

Account Number: 1014282576

Bank Name: Zenith Bank Plc

Sort Code: 057150534

Branch: Plot 149 Iju Road, Fagba Lagos

2. Other Africa Countries/Foreign delegates should make payment transfer through the following bank account details:

Beneficiary: West Africa Business School

Account Number: 5070520959

Bank Name: Zenith Bank Plc

Swift Code: ZEIBNGLA

Bank Address: Plot 84 Ajose Adeogun Street, Victoria Island – Lagos

Terms and Conditions

- Completed nomination form will be taken as confirmation of nominations and must be returned no later than 10 working days before programme commencement date.
- Payments of fees is by e-transfer, certified cheque or bank draft in favour of West Africa Business School before programme commencement date.
- The course fee is payable without deduction of withholding tax or any other tax thereof.
- The information contained herein is only for nomination purposes. This will help in producing all relevant course materials for the nominee(s). West Africa Business School (WABS) and its personnel will protect any personal data entrusted to us through the completion of our registration form in a way that respects the privacy of individual or entity completing the form.
- **Hotel Accommodation for programme participants.** WABS will reserve a sufficient block of rooms for registered delegates under our name and at preferential rates at a hotel of international standard (equivalent to no less than three-star rating) convenient to the event venue during the programme delivery dates, provided that each delegate shall be responsible for the payment of his/her hotel accommodation, incidentals and other expenses directly to the hotel.
- Participants shall be solely responsible for the payment of their travel, lodging, meals (dinner) and other travel expenses related to their participation in this programme.
- **Cancellation and Substitutions Policy.** For any reason whatsoever, participants who have registered for the programme, may decide to cancel their registration. Cancellations must be submitted in writing by email to wabs.edu@gmail.com. All cancellations received on or before 30 June, 2019 are entitled to a refund of 50% of the course fee paid. No refunds or credits will be given to registrants who cancel after 30 June, 2019 or who fail to attend the conference. Substitutions for paid registrants may be made at any time up to 10 September, 2019. No changes will be accepted after this date.
- **International Participants:** Course attendees arriving from outside Lagos, Nigeria may require a letter of invitation to enter Nigeria. If you require a letter of invitation, please submit your request in writing by email to wabs.edu@gmail.com. Once you have submitted your request and completed registration and payment of course fee, we will provide you with a Letter of Invitation.

Further enquiry in respect of this course should be addressed to any of the below addresses:

Director of Programme
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