



# THE UNITED REPUBLIC OF TANZANIA

## INSTITUTE OF ACCOUNTANCY ARUSHA



### SHORT COURSE ANNOUNCEMENT ON **INSURANCE AWARENESS STRATEGIES AND CUSTOMERS RETENTION SKILLS**

(25<sup>th</sup> – 30<sup>th</sup> March 2019 - IAA Arusha Campus, Arusha)

#### **1.0 COURSE BACKGROUND**

We live in a world full of uncertainties and risks. Individuals, families, businesses, properties and assets are exposed to different types and levels of risks. These risks include but not limiting to; losses of life, health, assets, property, etc. While it is not always possible to prevent these unfortunate events from occurring, services have been developed to protect individuals and businesses by compensating them with financial resources. Insurance is a financial service that reduces or eliminates the cost of loss or effect of loss caused by different types of risks. Since the majority of community members they are not aware of Insurances services; therefore we need to create awareness to them in order to reach Organization objectives and retaining those customers

#### **2.0 COURSE OVERVIEW**

This course is composed of the following modern issues/topics: General Insurance concepts, Key issues to address to the Society/Community, Techniques of educating Community/Society, Winning the Society, Customers retention skill, communication skills, promotion mix and exhibition, public relations and publicity marketing and strategies.

#### **3.0 COURSE OUTCOME**

At the end of the course, participants are expected to have acquired the modern techniques and skills on how to win the community/society towards Insurance awareness skills. To develop strategies and tools for the Organization and employee to find out the importance of having Insurance, designing forms for collection and managing information about your customers.

#### **4.0 COURSE OBJECTIVES**

During the course the participant will cover the following topics which will enable them to improve the service in their organization:-

- Overview of Insurance products and services
- Public relations and publicity
- Communication skills
- Customer service and service management
- Customer retention skills
- Promotion, advertisement and exhibition
- Marketing strategies

## 5.0 TARGETED GROUP

This course is intended for Insurance officers/Managers, Risk officers/Manager, Head of Departments and anyone who is interest in acquiring those skills.

## 6.0 METHODOLOGY

The course will be conducted through lectures, discussions and case studies analysis and group assignment and presentation. Participants will be offered an opportunity to refocus and refresh.

## 7.0 FEES & MODE OF PAYMENT:

The fee for the course is **TZS 1,500,000/=** (say **One Million Five Hundred Thousand only**) to cover for training material, tea/coffee and lunch. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch. Early registration is highly encouraged and appreciated.**

## 8.0 DATE, DURATION AND VENUE:

This course will be conducted from **25<sup>th</sup> – 30<sup>th</sup> March, 2019 (6 working days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

## 9.0 CONTACT PERSONS

For more details please don't hesitate to contact any of the following:

### Course Director

Ms. Lilian Minja                      E-mail: [iminja@iaa.ac.tz](mailto:iminja@iaa.ac.tz) and [Lilysta19@yahoo.com](mailto:Lilysta19@yahoo.com)  
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### Head of Department – Consultancy & Executive Development

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### Course Administrator

Ms. Caroline Lucumay              E-Mail: [clucumay@iaa.ac.tz](mailto:clucumay@iaa.ac.tz) and [lucumayc@gmail.com](mailto:lucumayc@gmail.com)  
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**NB:      *Early confirmation is highly appreciated.***

### APPLY TO:

The Rector  
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**Arusha**

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