Keeping PACE with client value

Join us to learn how to create, deliver and measure Client Value

Get to Understand the four pillars of customer value: Product, Access, Cost and Experience

Learn to Define and unpack the various elements of a client value proposition for inclusive insurance

Small changes in product design that can make a big difference!

A training hosted by:

College of Insurance and Financial Management

Lagos, Nigeria

March 5 and 6, 2019

Participation fee

N100,000

Deadline to register

March 1, 2019
This workshop would enable participants:

- Create and Measure Client Value especially for driving Inclusive Insurance
- Understand and Experience the PACE Tool (Measuring Product, Access, Cost and Experience)
- Prepare and apply the PACE Tool
- Communicate and act on the results of the tool
- Use the PACE Tool to deliver what your clients see as Value

This training builds on the Facility’s recent work on how to improve client value from microinsurance. Participants will be equipped with the Facility’s PACE tool, which stands for four key pillars of customer value – Product, Access, Cost, and Experience. It looks at the added value of insurance products to their clients by comparing them to competitive products and alternative means of offering protection from similar risks.

The main target audience of this course are individuals involved in delivering inclusive insurance to clients, marketing managers, senior executives, consultants. It is also interesting for all inclusive insurance practitioners.

### Training Agenda

The interactive sessions of the course utilize large group discussions, case study analyses, group presentations and plenary discussions, debates, institutional group activities and interviews, small group role play and word café sessions. Participants will be given an opportunity for hands-on experience of the PACE client value assessment tool as they apply it to one of their own products.

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<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
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<td>The first day of the training includes the following sessions:</td>
<td>On the second day of the training we will look into the following topics:</td>
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<tr>
<td>• Creating and measuring client value in inclusive insurance</td>
<td>• Preparing and applying the PACE tool</td>
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<tr>
<td>• Introducing and experience the PACE tool (measuring Product, Access, Cost and Experience)</td>
<td>• Communicating and acting on the results of the tool</td>
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<td>• Using the PACE tool to deliver what your clients see as value</td>
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Trainers

**Miguel Solana** is a Senior Technical Officer with the ILO’s Impact Insurance Facility. He has extensive experience in a wide set of financial services. He has worked in capital markets at Deutsche Bank in Mexico City and Dresdner Kleinwort in Frankfurt. He also worked for Symbiotics SA in Geneva finding solutions for investors in the microfinance industry.

He holds an MBA from the WHU - Otto Beisheim School of Management in Koblenz, Germany and a Certificate of Advanced Studies in Development and Cooperation from the Swiss Federal Institute of Technology Zurich (ETH).

**Yeside Oyetayo** holds a PhD in Insurance law from University of Leicester in UK, with over three decades of experience in the Nigerian insurance industry in various capacities. She has been an insurance trainer for the last two decades and has delivered numerous training in the area of inclusive insurance. Yeside is a Certified Microinsurance Trainer of the Impact Insurance Facility of the ILO and currently the Rector of the College of Insurance and Financial Management in Nigeria. She is an Associate of the Chartered Insurance Institute of Nigeria and UK.

**Femi Abass** holds a M.Sc. in Insurance Risk and Insurance and just finished his doctoral dissertation in Risk Management and Insurance. He is currently a lecturer in the Department of Insurance at Lagos State University and a Certified Microinsurance Trainer of the Impact Insurance Facility of the ILO. He has delivered various training in Microinsurance and has publications in a number of international academic journals.
This course is organized by the College for Insurance and Financial Management (CIFM) together with the German Corporation for International Cooperation (GIZ), Africa Re, the Nigerian Insurers Association and the ILO's Impact Insurance Facility.

For registration, please contact the College for Insurance and Financial Management (CIFM), by phone at 08172040918 or 08091244023, and via email at info.cifm@gmail.com. Payment of N100,000 should be made preferably by cheque or bank draft before the start of the training on March 5.

More details will be sent to all registered participants closer to the training date.