

# OLIS 2018 Spring

■ Theme: Life Insurance Marketing Strategy by Channel

■ Program:

Day	Time	Lecture/Agenda
May 24 (Thu.)	9:00—9:30	Opening Ceremony
	9:40—12:10	<b>“Life Insurance Sales through the Internet”</b> Tsuneto Yamauchi Project Professor, Department of Mathematics Faculty of Science and Technology, Keio University
	12:15—13:00	Welcome Lunch
	14:00—16:30	<b>“Independent Agency Channel and Its Training”</b> Hisanari Murata Team Leader, IA Hiring & Training The Gibraltar Life Insurance Co., Ltd. Keisuke Nishiyama IA Business Strategy Team The Gibraltar Life Insurance Co., Ltd.
May 25 (Fri.)	9:00—11:30	<b>“Training for HQ Employees”</b> Motofusa Hamada Director and Executive Vice President The Prudential Life Insurance Company, Ltd.
	13:00—15:30	<b>“Bancassurance Channel and Its Training”</b> Isao Namba Corporate Vice President The Prudential Gibraltar Financial Life Insurance Co., Ltd.
	15:45-16:45	Group Discussion ①
May 28 (Mon.)	9:00—11:30	<b>“Agent Channel and Its Training”</b> Yuzo Kodama Corporate Vice President/Chief Marketing Officer The Prudential Life Insurance Company, Ltd.
	13:00—16:30 Special Lecture	<b>“Digitalization and Life Insurance”</b> Hiroshi Matsuoka Chief Analyst, Insurance Research Department NLI Research Institute
May 29 (Tue.)	9:00—11:30	<b>“Life Insurance Sales through Insurance Shop”</b> Kenichi Suzuki Managing Editor, Editorial & Sales Department Hoken-Sha (Insurance Information Co., Ltd.)
	12:50—13:30	Magic of Life Insurance
	13:30—16:30	Group Discussion ②
	16:30—17:00	Closing Ceremony

\*This seminar program is subject to change without prior notice.