

Dear Member,

The Institute is on the verge of publishing the next edition of its Biannual Journal. The topic for this edition is Insurance & Communication: Creating Value. Kindly refer to the Synopsis outlined below.

Insurance & communication: Creating Value

There is a common saying that “seeing is sold”. Ultimately it drives home the point that to impress on a person, a product, or a service you have to ensure it is seen through the mind’s eye, accepting all its offerings and most importantly understanding them from a point of specific value. Effective communication transcends passing across the information. Information is “giving out” Communication is “getting through”

When the penetration figures in the insurance industry are brought to light in comparison with other similar service sectors, what jumps at any analyst is that there is a great need to do more especially in terms of persuasion via communication especially in the rural areas where the penetration is really low. Ostensibly, it may seem as if the people in this cadre have no interest in subscribing to insurance products and services, but the honest truth remains, the Insurance industry has not “GOTTEN THROUGH”.

The need for communication is even more crucial with the advent of the Covid-19 Pandemic. Circumstances have greatly limited the extent to which human to human interaction and the only way to get through to the customers is through the platforms that organizations provide as touchpoints. Thankfully, technology has thrown up a lot of options in the form of platforms, new ways to disseminate messages, and most importantly numerous listening devices to measure impact. One thing remains sacrosanct, no matter what platform of strategy being employed in pushing out information or interacting with customers, the communication must be compelling enough and purpose-driven to achieve desired results.

This edition of the journal looks at how can insurance companies maximize communication to drive the insurance industry agenda. Who is telling the stories, what is the core of the message, what are the vehicles, e.t.c?

Intending authors are advised to please send in articles for publication in the journal on or before 8th March 2021. Articles are to be sent to info@ciinigeria.org, for Publication.

Please note that the Institute does not pay any stipend for publications however full credit will be given to the author of a published article. Equally, published Articles attract 10 MCPD points for members of the Institute.

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Thank you.

Chartered Insurance Institute of Nigeria