



# Creating Memorable Experience by Using Drama Technique on Business Development (Workshop)



[Virtual Classroom] 18 & 20 March 2020

**Early Bird Discount**  
1 week before the application deadline

ECF <sup>1</sup> CPD	HKIB CPD	SFC CPT
6 Hours	6 Hours	6 Hours

## Objectives

The programme aims to provide modern concepts with the use of drama techniques to enhance business development in business insurance and/or other financial products.

## Programme Outline

- The importance of business insurance products and professional succession plans
- Though activity approach to let participant learns how to apply drama techniques on enhancing delivery of a memorable personal experience to customers when handling customers' objections

### Activity 1

- Basic knowledge of **Drama Conventions** (戲劇習式) and its techniques to help develop solutions for customers
- Clients' coaching and Product marketing: **Do not over act** (不要過度表演) to strike a balance for customer relationship management

### Activity 2

- Strengthen customers' engagement during the communication process.
- Applications of drama techniques:
- Thought-tracking** (思緒追蹤) to trace the causes of decision making
- Still-image technique** to develop empathy for customers' needs

### Activity 3

- Reshaping the business insurance products into new perspective with the use of small group story-telling and play-making method.

## Target Audience

Frontline staff of bank

Note:

- ECF CPD includes CPD for ARWP, CRWP and ACsP designation holders

## Speaker

He has over 20 years of investment & financial planning service experiences in Mainland China and Hong Kong and over 15 years of teaching experiences in undergraduate degree and diploma courses, professional examination courses and workshops. In the past 8 years, being a statutorily-licensed Responsible Officer, he has been promoted to a senior management position of an independent financial advisor company. In particular, he was the head of the compliance department and was responsible for all compliance issues for the whole company. Afterwards, he moved to a global financial management company and worked as one of the board members of the company, focusing on the real estate investment and management

## Programme Details

Language : Cantonese (supplemented with English materials)  
 Date : 18 March (Wed) & 20 March (Fri) 2020  
 Time : 7:00pm – 10:00pm  
 Duration : 6 hours  
 Delivery Mode : **Virtual Classroom** via Zoom

Fee	Early Bird	Regular Price
Individual Member	<b>HKD 4,000</b>	HKD 4,400
Staff of Corporate Member	<b>HKD 4,600</b>	HKD 5,120
Non-Member	<b>HKD 5,320</b>	HKD 5,860

Enrolment : By fax at (852) 2682 0218 or in person to our Institute  
 Application email : application.form@hkib.org  
 Application deadline : 11 March 2020 (Wed)  
 Enquiries : (852) 2190 7060 or (852) 2190 7800  
 Enquiry email : programme@hkib.org

## Registration Form

Creating Memorable Experience by Using Drama Technique on Business Development - Workshop (HD000000P200315)

Full Name : Mr / Ms \_\_\_\_\_ (In English as on ID Card) Full Name : \_\_\_\_\_ (In Chinese)  
 Membership No : \_\_\_\_\_ Organisation : \_\_\_\_\_  
 Department : \_\_\_\_\_ Position : \_\_\_\_\_  
 E-mail : \_\_\_\_\_ Mobile / Phone No : \_\_\_\_\_  
(Confirmation will be sent via e-mail one week before programme commences)  
 Mailing Address : \_\_\_\_\_

Payment Method :  A cheque / e-Cheque\* made payable to "The Hong Kong Institute of Bankers" (Cheque no. \_\_\_\_\_)  
\* For e-Cheque, please state the programme code under 'remarks' and email together with the completed enrolment form to programme@hkib.org  
 Credit Card :  VISA  Master Amount : HKD \_\_\_\_\_  
 Cardholder's Name : \_\_\_\_\_ Signature : \_\_\_\_\_  
 Card No. : \_\_\_\_\_ Expiry Date : \_\_\_\_\_ (mm/yy)

## How did you know about this programme?

- Website  HR Department  E-News  Others (Please specify) \_\_\_\_\_  
 Friends / Colleagues  Banking Today  HKIB Counter

## Terms and Conditions

- All fees paid are non-refundable and non-transferrable.
- Participants who have settled payments will receive course confirmation by e-mail within 7 days prior to the programme date.
- All payments must be settled before programme commencement.
- Priority of enrolment will be given on a "first-come-first-serve" basis. HKIB Member will have priority in registration for those programmes with limited seats.
- HKIB would issue the "Certificate of Attendance" to participants who have complied with the "HKIB Attendance Policy". The Certificate will be mailed to the corresponding address within 10 working days after completion of the programme.
- We reserve the right to reject an enrolment at any time.
- We reserve the right to cancel, modify and/or postpone the programme due to unforeseen circumstances.
- The information given and personal data collected will be used for the purpose of administration and communication by the Institute.
- For the Typhoon or Rainstorm arrangement, please refer to the confirmation e-mail or HKIB's website (www.hkib.org).



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