

Insurance Immersion

Product Overview

Insurance Immersion is ideal for mid-level managers, emerging leaders, and high-potential employees who may excel in their field or specialty but have limited exposure to other areas of the business. Most participants have been in their roles for 6 months to 2 years.

Expert instructors provide a holistic, succinct overview of products and operations, explaining key connections among economic factors, product features and sales, and operations. By the end of the program, learners grasp how this all works together to provide an exceptional customer experience and protect an insurer's solvency and profitability.

Insurance Immersion consists of 14 hours of live instruction. Some modules/topics may be omitted for a shorter program.

- In-person: expert facilitators lead groups throughout 2½ days of active, engaged learning
- Virtual: learners participate in seven, two-hour modules over 3½ days in our dynamic Adobe Connect classroom.

Key Features and Benefits

- Fourteen hours of live, dynamic instructor-led content
- Networking and collaboration among colleagues — within a department or across an organization
- Expert instructors explain key concepts and answer questions to clarify understanding and insights
- Companies SMEs provide a company specific perspective
- Competitive pricing
- Proven success in effective, engaging learning programs
- Consistently positive feedback from participants and leaders

Trends

- 'Mapping learning to business goals' is the #1 priority of L&D in 2023¹
- 42% of employees say they will face a skills gap within the next 2 years.²
- 'Providing learning opportunities' is the #1 way organizations are working to improve retention.¹

¹LinkedIn Workplace Learning Report ²Salary.com

Additional Resources

- [Insurance Immersion Webpage](#)
- [Insurance Immersion Flyer](#)
- [Executive Insurance Immersion Webpage](#)
- [Executive Immersion Flyer](#)

2024 Pricing

Insurance Immersion:

- **Private Company Sessions:** bring Insurance Immersion directly to teams and tailor the program to their needs
 - LOMA members
 - \$23,750 up to 18 participants
 - \$725 per person over 18 participants, max of 30
 - Non-members
 - \$47,500 up to 18 participants
 - \$1,450 per person over 18 participants, max of 30
- **Open-Enrollment Sessions:** managers and leaders from across the industry gain a holistic view of the industry in a collaborative environment. [2024 dates.](#)
 - LOMA members
 - Early-bird: \$2,345/person
 - Registration: \$2,695/person
 - Open Enrollment non-member
 - Early-bird: \$4690/person
 - Registration: \$5,390/person

Executive Immersion:

For 1-3 executives (Also available for small groups of executives. Contact Barbara Brown for a pricing quote)

- \$4,250 for first executive
- \$2,125 for each additional executive



Navigate With Confidence

Who Should Attend?

Insurance Immersion is ideal for mid-level managers, emerging leaders, and high-potential employees who may excel in their field or specialty but have limited exposure to other areas of the business. Most participants have been in their roles for 6 months to 2 years.

Participants come from IT, Data & Analytics, Marketing, Finance, Risk, Distribution, Legal and HR, with job titles like:

- Manager
- Director
- Specialist
- Analyst
- Project Manager
- Director

Customer Pain Points

- Providing employees with current, consistent, and high-quality education about the industry in which they work
- Bringing employees together in valuable, engaging professional development opportunities
- Ensuring top performers have the industry acumen necessary to be effective and productive in their roles

Overcoming Objections

Program cost

We offer volume discounts for both open enrollment and company-specific sessions. For open enrollment sessions, we offer 10% off per person for companies who register 3 or more employees. Companies that contract for 3 or more private sessions receive a 15% discount per session.

No option focused on retirement or workplace benefits

Insurance Immersion focuses primarily on the life insurance business, including an overview of annuity products.

Length of program

Insurance Immersion consists of 14 hours of live instruction. For virtual delivery, sessions take place over a 4-day period with a 2-hour morning session and a 2-hour afternoon session, allowing participants to check in on their day-to-day work before, between, and after sessions. For in-person delivery, the program takes place over 2 ½ days.

Competitors

While there are no direct competitors, Insurance Immersion does compete for the same corporate training dollars as other programs a company or employee may consider for training and development.

FAQ

Who is *Insurance Immersion* for?

Insurance Immersion is ideal for mid-level managers, emerging leaders, and high-potential employees who may excel in their field or specialty but have limited exposure to other areas of the business. Most participants have been in their roles for 6 months to 2 years.

How is *Insurance Immersion* received amongst our members?

Insurance Immersion is an industry favorite — 94% of our members rate Insurance Immersion among the most valuable programs we offer.

How many participants can attend an *Insurance Immersion* session?

Minimum pricing for Insurance Immersion welcomes up to 18 participants, with the ability to add additional participants (for an extra fee per person), up to a maximum of 30.

Can our company make changes to the content?

Yes, you may choose to omit some content from the program or add content specific to your organization.

Can our company integrate our organization's products and processes into the material presented?

Yes, a subject matter expert from your company may participate in the session to add company-specific details to the standard content.

Internal Use Only

For Internal Use Only (updated 11.14.23)