

Are you ready for the game?

The playing field for Insurance marketing has changed. This change is largely influenced by the metamorphosis in consumer behavior. In fact there has been an evident shift in the way consumers look at their basket of wants and how they optimize their consumption. Even more important is that 65% of today's population is young (under 35) and aspiring, and the rural - urban divide is fast shrinking. One could infer that the need and want for insurance has also shifted from its conventional platform. The burgeoning, young and affluent is living in present and is tuned to a future which is closer than far. This leads to the belief that insurance marketing needs a fillip.

So how do you effect a compelling shift in the industry? What are others doing? Where does one start? What are the areas to explore? If you want to play the field, you need to outsmart competition. You need to play differently. Conventional techniques might not be the only way to move forward. There is a definite need to adapt and necessitate a change that brings you closer to the modern consumer.

Stimulate, the 13th Annual Convention of Life Underwriters Guild of India, gives you the opportunity to get enlightened by thought leaders, experts, go-getters and motivators. So, you can start playing on your terms.

stimulate
Play Differently 



LUGI Governing Body



P. Srinivasan
Founder President



A. Palanisamy, FChFP
President



C. Natarajan, FChFP
Secretary General



P. K. Venkattachalam
Treasurer



M. Karunanidhi, FChFP
CEO

Host Chapter & Organizing Committee



B. Gurumoorthy, FChFP
Convention Chairman
Secretary, Thanjavur Chapter



T. Arumugam, FChFP
President
Thanjavur Chapter



RM. Muthaiah, FChFP
Treasurer
Thanjavur Chapter

The event

To be held between 11th and 13th of September 2015 at

WelcomHotel Raviz Ashtamudi Kollam Resort
and Ayurvedic Spa, KOLLAM

T: 91 85903 33222 | F: 91 474 2741111

www.itshotels.in/welcomhotelkollam

Registration Fees for non-residential programme:

Registration Fees payable are as follows:

(fees inclusive of Service Tax at 14% as prescribed by the Government of India)

PLAN A Single Payment on or before 30.06.2015 Rs.13,965/-

PLAN B Single Payment on or before 15.08.2015 Rs.14,820/-

PLAN C Single Payment on or before 05.09.2015 Rs.15,390/-

PLAN D Installment Payment

1st Installment - on or before 30.06.2015 for Rs.7,410/-

2nd Installment - post dated Cheque for
Rs.7,410/- on or before 15.08.2015 Rs.14,820/-

Note: Both the cheques to be submitted
along with application form.

Spot Registration
(Subject to availability of seats) Rs.15,960/-

The payment towards registration fee can be made by the delegates in any of the mode given below.

1. By Cash:

You may remit cash towards registration fee in any branch of Andhra Bank in our account.

Note: Only on receipt of photocopy of the cash remittance challan along with registration form by registered post/courier to LUGI office at Coimbatore (or) scanned copy of challan and registration form by e-mail to info@lugi.org, your registration will be confirmed and registration number will be allotted.

2. By Cheque / D.D.:

Cheque / D.D. have to be drawn in favour of "Life Underwriters Guild of India - Seminar A/c" payable at Coimbatore towards registration fee.

Note: Only on receipt of Cheque/D.D. along with the registration form by registered post/courier to LUGI office at Coimbatore, your registration will be confirmed and the registration number will be allotted.

3. By Fund Transfer:

Registration fee can be transferred vide RTGS/NEFT to our bank account.

Note: Only on receipt of registration form along with bank transfer transaction ID sent by registered post/courier to LUGI office at Coimbatore (or) scanned copy of registration form along with bank transfer transaction ID by e-mail to info@lugi.org, your registration will be confirmed and the registration number will be allotted.

The registration fee once paid by the participant cannot be transferred to any other member or refunded under any circumstance. The same cannot be adjusted for next Convention also. The convention is open for members of LUGI, who are in

Package includes:	11.09.15 Friday	12.09.15 Saturday	13.09.15 Sunday
Mid-morning Coffee/Tea	☑	☑	☑
Lunch	☑	☑	☑
Mid-afternoon Coffee/Tea	☑	☑	☐
Networking Dinner	☑	☐	☐

good standing without any arrears. Non members have to send by way of Cheque / Demand Draft Rs. 1,482/- (Inclusive of service taxes) payable at Coimbatore in favour of "Life Underwriters Guild of India - Subscription A/c" towards Admission cum Subscription Fee for the current year.

Members of Chairman Club of LIC of India can attend LUGI Convention in lieu of Chairman's Club Convention as per circular issued by LIC of India vide Circular Ref.No.: Mktg/A/Trg/LUGI date 26.04.2014.



Please note, in case of any cheque return you have to send DD or cash only along with a penalty of Rs. 250/- within 7 days of intimation, otherwise you will lose your priority seat number.

At any circumstance returned cheque will not be represented for collection.

Those who register for the convention are expected to abide by the Rules and Regulations of LUGI.

Our Bank Details

For remittance of registration fee

Account Name: **Life Underwriters Guild of India** - Seminar A/c
Account Number: **048611100000210** (15 Digits)

For remittance of subscription fee

Account Name: **Life Underwriters Guild of India** - Subscription A/c
Account Number: **048611100000238** (15 Digits)

Name of the Bank: **Andhra Bank**
Bank's Branch: **Ramnagar, Coimbatore**
Bank's IFSC Code: **ANDB0000486** (11 Digits)



The Management Committee (MANCOM) has framed the conditions for eligibility for the year 2014-15.

The LEAP awards for the year 2014-15 will be based on the commission including Bonus Commission earned during the financial year 01.04.2014 to 31.03.2015. The following three bands of awards are based on the said criteria.

Eligibility

First year Commission including bonus commission during financial year 2014-15.

PRESIDENTS' CLUB Rs. 15,75,000 or more

CEO'S CLUB Rs. 10,75,000 or more

MEMBER'S CLUB Rs. 6,25,000 or more

Accommodation

The official hotel for the convention is WelcomHotel Raviz Ashtamudi Kollam Resort and Ayurvedic Spa, KOLLAM.

The special per night rates which we have booked for Single / Double / Triple Occupancy are as follows:

Single occupancy - Rs. 4,500

Double occupancy - Rs. 5,500

Triple occupancy - Rs. 6,000

These rates include breakfast and all taxes and levies.

For more information on booking, payment & other accommodation options, please go through the enclosed Accommodation Information sheet.

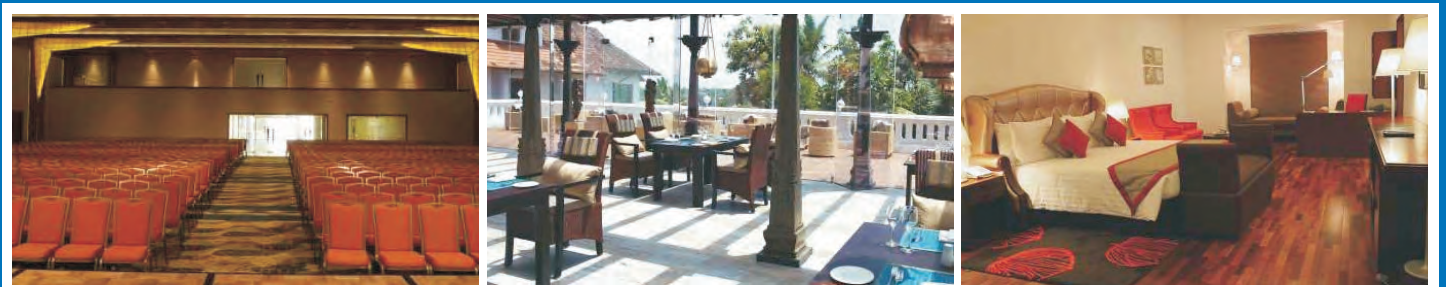


Venue



Situated on the pristine Lake Ashtamudi that connects the backwaters of Kerala to the Arabian Sea, WelcomHotel Raviz Ashatamudi blends modern architecture with traditional aesthetics for one of the finest resort experiences in South India. Realised with the assistance of traditional artisans, architects, engineers and waterways specialists, the resort is a haven in God's Own Country.

- 4.5 kms to Nearest Railway Station (Kollam)
- 71 kms to Nearest Airport (Thiruvananthapuram)



Places to Visit & Shopping

Kollam is a charming town with spice houses, temples and a famous clock tower. This ancient seaport town has a long history of trade and is a hub of coir manufacturing and cashew processing.

- 5 kms to Kollam Beach
- 10 kms to Thangassery Light House
- 10 kms to Neendakara Port
- 25 kms to Sasthamkotta Lake
- 30 kms to Munroe Island
- 80 kms to Palaruvi Falls
- 110 kms to Courtallam Hill
- 58 kms to Konni Elephant Training Camp
- 53 kms to Pandalam Palace
- 4 kms to Sardar Vallabhai Patel Police Museum