
保險經紀如何應用保險相關科技

InsurTech Essentials for Insurance Brokers

Date: 11 July 2024 (Thursday)

Time: 3:30pm – 5:30pm

Language Cantonese

[Course Outline](#)

- **Demystifying InsurTech**
 - what is InsurTech?
 - the changing landscape of insurance distribution with InsurTech
 - benefits of InsurTech for insurance brokers
 - regulatory considerations for InsurTech in Hong Kong
- **Core InsurTech Solutions for Brokers**
 - automated Risk Assessment and Data Analytics
 - client Onboarding and Management Platforms
 - AI-powered Chatbots and Virtual Assistants
- **Leveraging InsurTech for Success**
 - briefly discuss using data analytics to understand client needs and personalize communication
 - introduce strategies for integrating a social media presence with basic InsurTech tools for broader marketing reach.
- **Q&A Session**

[Speaker](#)

Mr. Edmund Lam 林兆宏先生

Edmund Lam is the Council Member, Chairman of Talent Cultivation Committee, and Executive Member of the Smart City Academy, Smart City Consortium, with expertise in data and analytics and consulting digital transformation for corporations, building data and analytics leadership, culture and infrastructure, specialised in the areas of Fintech and Insurtech, and upskilling/reskilling employee skillsets ready for data-driven decision making with machine learning and AI. He has been heavily involved in training up banking and finance employees in facing challenges posed by latest development of FinTech, InsurTech, and GreenTech. He holds 2 master degrees and with data and analytics education from Wharton and IBM.