



23RD FEBRUARY 2016

learn@AP EXTERNAL SPEAKER SERIES: BALANCED SCORECARD FRAMEWORK & ITS APPLICATION IN THE INSURANCE SECTOR

Bank Negara's recent Life Insurance and Family Takaful Framework introduces a balanced scorecard remuneration policy for all insurance and takaful intermediaries to foster behaviour that is consistent with fair treatment of consumers.

learn@AP has invited Mr. Raymond Cheung, an experienced practitioner from Singapore, to conduct a one-day course on the balanced scorecard framework and its application in the insurance sector. The objective of the course is to familiarize participants with the concept of balanced scorecard (BSC) and its key salient points around its implementation.

Our course exposes participants to the following:

- Regulatory development and trend in Asia
- An overview of the Life Insurance and Family Takaful Framework in Malaysia, and its impact on business strategy
- The basics of a Balanced Scorecard (BSC) Framework
- Key salient points of the application of BSC, issues surrounding its implementation, risk culture and stakeholder management.

This session will focus on life insurance sector. We have another session on the 24th February focusing on the family takaful sector.

**Developed
specifically for the
Malaysian market**

Practical & relevant

**Based on actual case
studies**

CPD Opportunity

**Networking
opportunity with
fellow professionals**

Who should attend?

Life Insurance Professionals
involved in the
implementation of BSC or
wanting to learn more about
the BSC framework and its
application.

COURSE SCHEDULE

0845	Registration
0900	An Overview of Regulatory Development and Trend in Asia <ul style="list-style-type: none"> Global regulatory changes & key drivers Development of APAC Regulatory Environment Regulators' expectation and application in insurance sector
0945	Review of the Life Insurance and Family Takaful Framework in Malaysia <ul style="list-style-type: none"> Initiatives under pillar one, two and three Impact on business strategy and plan Comparison with FAIR Framework in Singapore
1030	Tea Break
1100	What is a Balanced Scorecard Framework (BSC)? <ul style="list-style-type: none"> Purpose & Objectives Roles and Responsibilities Key components of BSC
1200	Lunch Break
1330	Application: Implementation of BSC <ul style="list-style-type: none"> BSC governance & escalation process Independent Sales Audit Unit BSC Policy Non-sales performance indicators Documentation review Client survey
1500	Coffee Break
1530	Application: Risk culture and Stakeholders' management <ul style="list-style-type: none"> Risk culture & BSC stakeholders Complaint handling process Communication, Supervision & Training
1615	Case studies
1700	Wrap up

COURSE LEADER

RAYMOND CHEUNG
DIRECTOR, BAYSWATER RISK AND COMPLIANCE ADVISORY PTE LTD



Mr. Raymond Cheung is the Director of Bayswater Risk and Compliance Advisory Pte Ltd. He brings around 15 years of consulting and corporate experience in the insurance industry and focuses on advisory and trainings for financial institutions in Asia. Raymond's core expertise includes enterprise risk management (ERM) framework and Own Risk & Solvency Assessment (ORSA) process implementation, actuarial pricing and reserving, risk based capital framework, corporate governance and, most recently, anti-money laundering (AML) compliance trainings.

Raymond was previously the Chief Risk Officer for AIG Asia Pacific and Asia Capital Reinsurance, before he started his consulting business in 2014.

Raymond is also the Honorary Secretary of the Singapore Actuarial Society (SAS) as well as the Chairman of SAS ERM Committee, Chairman of Risk Based Capital (RBC2) Taskforce and the Chairman of ORSA Working Party. He chairs the ERM Asia Pacific Webinar Committee organized jointly by the Actuarial Consulting Congress of Asia and the US Society of Actuaries.

Raymond is an associate member of the Institute & Faculty of Actuaries, UK and the SAS. He is the lecturer for the Advanced Diploma course in Risk Management for the Insurance Management Associate Programme (IMAP) and the ASEAN School for Young Insurance Managers (AYIM) programme, both accredited under the Singapore College of Insurance.

Venue:

Scoop Café, 8th Floor Menara Dion
 27 Jalan Sultan Ismail, 50250 Kuala Lumpur
 Coordinate: 3.1516255, 101.7095835
 +603 2742 7750

Workshop Fees:

The fees for the workshop is MYR 2400 per participant, with 6% GST applicable. Lunch and refreshments during breaks are included.

Enquiries:

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 +6012 502 3566

REGISTRATION FORM

Return the completed form via email to
learn@actuarialpartners.com
before the closing registration date 12th February 2016

Participant Details:

Name:

Organisation:

Job Title:

Email Address:

Telephone Contact:

Address:

Payment Method:

- Telegraphic / Wire Transfer to:
Actuarial Partners Consulting Sdn Bhd
Standard Chartered Bank Malaysia Berhad
No. 30 Jalan Sultan Ismail
50250 Kuala Lumpur Malaysia
Account No: 312-1-0088332-8
Swift Code: SCBLMYKXXXX
- Cheque Payment to:
Actuarial Partners Consulting Sdn Bhd
Suite 17.02 Kenanga International
Jalan Sultan Ismail
50250 Kuala Lumpur Malaysia

Any special dietary or other requirements:

- Vegetarian meals
- Others, please specify. We will try our best to meet your request.

Registration is on a first come first serve basis, the capacity of this workshop is 24 participants. We will issue an invoice upon receipt of your registration form and payment shall be due before the workshop. We shall reserve the rights to decline entry for registered but unpaid participants. Should the workshop be cancelled for any unforeseen circumstances, we shall endeavor to reschedule the workshop or refund the workshop fees.

For cancellation in writing made at least 5 working days before the closing registration date, the workshop fees may be refunded or the entire amount may be used as credit for any future learn@AP events. Substitutes may be nominated.