



# CPD & CPT Programme Series: Banking and Financial Services

February - March 2018



Enjoy a 10% discount off for enrolling 2 or more modules in one time

HKIB CPD SFC CPT IA CPD

## Programme Objectives & Outlines

Programme & Module	Objectives	Outlines
<b>Banking Services &amp; Relationship Management for Corporate Client (Ref. #: 80/74/18)</b>		
<b>Essential Risk Management for Financial Services Executives</b> (HP-P18-0211)	3 Hours <ul style="list-style-type: none"> <li>Provide the participants in customer financial service sector, especially for the insurance sector, with the appropriate level of risk management skill and risk awareness pertinent to the day to day working environment.</li> <li>The training goes beyond risk at product level to business and legal exposure of the industry.</li> <li>Participants will be able to learn not just what needs to be done but the reasons and methods for prudent control and management of risk exposure</li> </ul>	<ul style="list-style-type: none"> <li>Overview of financial service industry in Hong Kong</li> <li>Introduction to the prudential supervisory framework and regulatory requirements</li> <li>Study of fiduciary responsibilities for practitioners</li> <li>Review of Business Risk Exposure</li> <li>Exposure Management</li> </ul>
<b>Operational Risk, Internal Control Process and Corporate Governance</b> (HP-P18-0210)	3 Hours <ul style="list-style-type: none"> <li>Provide a generic view for financial service professionals who need to understand the interaction between operational risk, internal control process and corporate governance</li> </ul>	<ul style="list-style-type: none"> <li>How operational risk should be managed</li> <li>Typical operational risk management framework</li> <li>Connecting the risk exposure to business line activities</li> <li>Differentiation between market, credit and operational risk</li> <li>How internal control process should be developed</li> <li>Objectives for corporate governance and oversight</li> </ul>
<b>Credit Risk Management for Corporate Customer in Legal Perspective</b> (HP-P18-0209)	5 Hours <ul style="list-style-type: none"> <li>Access the scope of risk in dealing with corporate customer</li> <li>Recognize the implications of corporate customer breaching the article or memorandum</li> <li>Realize the protective measures for banks in handling corporate customer business</li> </ul>	<ul style="list-style-type: none"> <li>Corporate customer's scope of risk</li> <li>The implications when in breach of article or memorandum</li> <li>The protective measure for banks in handling corporate customer</li> </ul>
<b>Strive for Communication Excellence (Ref. #: 80/74/26)</b>		
<b>Master the Invisible Forces for Professional Consultative Selling</b> (HP-P18-0312)	2 Hours <ul style="list-style-type: none"> <li>Apply Professional Mindset and Convincing techniques to gain business</li> <li>Attain better customer satisfaction and loyalty</li> </ul>	<ul style="list-style-type: none"> <li>Branding works for Business</li> <li>Find out What Customer Wants</li> <li>Self-Image to Professionalism and Mindset</li> <li>Bypass Mental Paradigm to Shifts Objections and Resistances</li> </ul>
<b>Winning Solution through the Voice of Customer</b> (HP-P17-0313)	2 Hours <ul style="list-style-type: none"> <li>Identify importance information and key message from the customers</li> <li>Analyze different message and information</li> <li>Turn the important information into business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Voice of customers</li> <li>Voice of competitors</li> <li>Identifying business opportunities from building your own edge to meet customer demand</li> </ul>

## Target Audience

- Any party who are interested in and wish to enhance the knowledge of banking and financial services
- Insurance Intermediaries and Brokers, SFC Licensees and HKIB Qualification Holders who are registered as CPD, CPT & OPT hours required are welcome.



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## Programme Details

**Language** : Cantonese (supplemented with English materials)  
**Date** : February - March 2018  
**E-mail** : programme@hkib.org  
**Enquiry Hotline** : 2153 7877 / 2153 7865  
**Enrollment** : By fax at 2544 9946 / In person to our Institute

**Venue** : 3/F Guangdong Investment Tower, 148 Connaught Road Central, Sheung Wan (Sheung Wan MTR Station Exit C)

**Special Offer** : **Enroll 2 or more modules in one time, enjoy a 10% discount off**

## Registration Form

CPD & CPT Programme Series: Banking and Financial Services

Programmes		Time	Course Fees (HK\$)	
			Regular Price/ Discount Price	
Banking Services & Relationship Management for Corporate Client	<input type="checkbox"/> <b>Essential Risk Management for Financial Services Executives</b> (HP-P18-0211) <b>3 Hours</b>	1 Feb 2018 (Thu) 19:00 – 22:00	Individual Member Staff of Corporate Member Non-member	HK\$900 / HK\$810 HK\$1,080 / HK\$972 HK\$1,200 / HK\$1,080
	<input type="checkbox"/> <b>Operational Risk, Internal Control Process and Corporate Governance</b> (HP-P18-0210) <b>3 Hours</b>	2 Feb 2018 (Fri) 19:00 – 22:00	Individual Member Staff of Corporate Member Non-member	HK\$900 / HK\$810 HK\$1,080 / HK\$972 HK\$1,200 / HK\$1,080
	<input type="checkbox"/> <b>Credit Risk Management for Corporate Customer in Legal Perspective</b> (HP-P18-0209) <b>5 Hours</b>	26,27 Feb 2018 (Mon & Tue) 19:00 – 21:30	Individual Member Staff of Corporate Member Non-member	HK\$1,500 / HK\$1,350 HK\$1,800 / HK\$972 HK\$2,000 / HK\$1,080
Strive for Communication Excellence	<input type="checkbox"/> <b>Master the Invisible Forces for Professional Consultative Selling</b> (HP-P18-0312) <b>2 Hours</b>	20 Mar 2018 (Tue) 19:00 – 21:00	Individual Member Staff of Corporate Member Non-member	HK\$600 / HK\$540 HK\$700 / HK\$630 HK\$800 / HK\$720
	<input type="checkbox"/> <b>Winning Solution through the Voice of Customer</b> (HP-P18-0313) <b>2 Hours</b>	27 Mar 2018 (Tue) 19:00 – 21:00	Individual Member Staff of Corporate Member Non-member	HK\$600 / HK\$540 HK\$700 / HK\$630 HK\$800 / HK\$720
<b>Total</b>	<b>No. of Programmes:</b> _____		<b>Amount:</b> HK\$ _____	

Full Name : Mr / Ms \_\_\_\_\_ (In English as on ID Card)      Full Name : \_\_\_\_\_ (In Chinese)

Membership No : \_\_\_\_\_      Organization : \_\_\_\_\_

Department : \_\_\_\_\_      Position : \_\_\_\_\_

E-mail : \_\_\_\_\_ (Confirmation will be sent via e-mail one week before programme commences)      Mobile / Phone No : \_\_\_\_\_

Mailing Address : \_\_\_\_\_  
(Please provide a mailing address if you want to collect the programme certificate)

Payment Method :  Crossed 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 : HK\$ \_\_\_\_\_

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 to register if there is limited seat remained for the programme.
- 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).



Please visit HKIB website for more public programmes