**2022 Certified Professional Insurance Agent Webinars**

*****Earn a nationally recognized designation with no exams!***

The American Insurance Marketing and Sales Society’s (AIMS)**Certified Professional Insurance Agent Designation** is the first-of-its kind, hands-on, how-to training. To earn the CPIA designation, candidates are required to participate in a series of three, one-day *Insurance Success Seminars*.  These Seminars are designed to enhance the ability of producers, sales support staff and company marketing reps to efficiently create and distribute effective insurance programs. Participants leave with ideas that will produce increased sales results immediately. The workshops are engaging right from the start. You will work with fellow insurance professionals and learn by actually working on real-life issues.

**To maintain the designation, CPIA’s must fulfill an update every two years or maintain an active membership in the AIMS Society.**

The three parts of the CPIA designation will teach you how to build and deliver effective insurance pro-grams, broaden your organization's market reach, and deliver customer service that drives increased retention. You will leave with expanded technical knowledge, practical ways to reduce E&O exposures and a greater confidence in your ability to serve today's customers with what they want and more.

Other insurance pro-fessionals have described this program as "practical", "motivating" and “instantly useful". We think you will agree!



The AIMS Society is a national organization dedicated to providing interactive marketing and sales training, ongoing resources and networking opportunities to insurance professionals.

**⏩3 classes**

**⏩7 hours P/C each class**

⏩**Utica approved for loss control credit**

**Position for Success CPIA 1 – Lisa Worley (Set #1) Scott Treen (#2)**

**![C:\Users\Trina Ceballos\AppData\Local\Microsoft\Windows\INetCache\IE\7IIUTEQ2\large-arrow-blue-down-33.3-6031[1].gif]()**During this program, participants are encouraged to focus on internal and external factors affecting the development of effective business development plans. Factors discussed include a review of the state of the insurance marketplace; analysis of competitive pressures; necessary insurance carrier underwriting criteria; and consumer expectations and understanding.

**Implement for Success CPIA 2 – Scott Treen (Set #1) Brandi Anderson (#2)**

**![C:\Users\Trina Ceballos\AppData\Local\Microsoft\Windows\INetCache\IE\7IIUTEQ2\large-arrow-blue-down-33.3-6031[1].gif]()**During this session, participants will be provided with specific tools for analyzing consumer needs; will learn to utilize risk identification techniques to gather pertinent prospect information; will develop skill necessary to assimilate information gathered into a customized protection program; and will participate in exercises designed to promote effective delivery of proven solutions.

**Sustain Success CPIA 3 – Scott Treen (Set #1) Sam Bennett (#2)**

This program focuses on fulfilling the implied promises contained in the insuring agreement. Students will review methods of providing evidence of insurance coverage; will discuss policies and procedures for controlling E&O including policy review and delivery, endorsements, claims-processing, and handling of client complaints. This course includes a review of the Professional Expectations; the Law of Agency; and Legal and Ethical Standards.

**\*ADVANCED COURSE: INSURANCE IMPLICATIONS OF CYBER SECURITY – Bettye Hutchison**

During this program, participants are encouraged to focus on the insurance implications of cyber security lessons. This program will examine many cyber-attacks method and discuss the insurance implications. Having the proper insurance coverages in place can make the difference in a company recovering or going out of business. Cyber insurance being a relatively new insurance coverage not all policies are created equal. Understanding cyber security coverage is critical for businesses.

PIA Member Single Day $155.00/Nonmember $195.00 🞎 First time CPIA participant

 \*CPIA 1, 2, & 3 $415.00/Nonmember $535.00 🞎 I have attended before

 \**Register for all three classes at once and SAVE $50* 🞎 CPIA Designation Update

 ~~8:00-4:45 \*~~**~~Advanced~~** ~~Cyber~~ **~~🞎 Feb 17~~** *~~this course only approved for 8 hrs of continuing education.~~*

8:30-4:15 **~~Class Set #1~~****~~🞎 CPIA 1 Mar 10~~****~~🞎 CPIA 2 Apr 13~~** **🞎 CPIA 3 May 12**

8:30-4:15 Class Set #2 **🞎 CPIA 1 Aug 11** **🞎 CPIA 2 Sept 8** **🞎 CPIA 3 Oct 5**

Name Phone

Agency/Company E-mail

Address/City/Zip NPN

**Registration Deadline: May 1, 2022, or *for single day registration-*5 days prior to course date.**

**To Register:** Complete this form and return with payment to PIA, 216 SW 7th St, Topeka KS 66603.

MC/VISA accepted; please call PIA at 785.232.4143 or Toll Free at 800.836.7387.