

2026 Certified Professional Insurance Agent Webinars



Earn a nationally recognized designation with no exams!



The Certified Professional Insurance Agent (CPIA) Designation is 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 seminars. These seminars are designed to enhance the ability of producers, sales support staff, and company personnel to efficiently create and distribute effective insurance programs. Participants leave with ideas that will produce results immediately.

- **3 classes**
- **7 hours P/C each class**
- **Utica approved for loss control credit**

To maintain the designation, CPIA's must fulfill an update annually.

The three parts of the CPIA designation will teach you how to build and deliver effective insurance programs, 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 professionals have described this program as "practical", "motivating" and "instantly useful". We think you will agree!

Position for Success **CPIA 1**

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**

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**

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 Professional Expectations; the Law of Agency; and Legal and Ethical Standards.

Special Topic

- An Agent's Guide to Understanding & Mitigating Cyber Exposures
- Disaster and Continuity Planning for Business and Families
- An E&O Loss Control Program for All Agencies

PIA Member Single Day \$175.00/Nonmember \$200.00

*CPIA 1, 2, & 3 \$475.00/Nonmember \$550.00

*Register for all three classes at once and SAVE \$50

First time CPIA participant

I have attended before

CPIA Designation Update

8:30-4:15 Special Topic Nov 19

8:30-4:15 CPIA 1 Aug 18

8:30-4:15 CPIA 2 Sept 17

8:30-4:15 CPIA 3 Oct 21

Name _____ Phone _____

Agency/Company _____ E-mail _____

Address/City/Zip _____ NPN _____

To Register: or for single day registration - 7 days prior to course date.

Complete this form and return to office@kansaspia.org

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