



Singapore College
of Insurance

Intermediate Level

Embedded Insurance in Affinity Solutions

Register Now



19 May 2026



3 CPD hours



2.00 p.m. to 5.00 p.m.
(Singapore time)



Virtual Instructor Led Training



In today's business environment, growing insurance revenue is challenging. Unlike conventional insurance lines of business which are well understood by all stakeholders in the industry, Affinity insurance solutions are less appreciated by both insurers and insurance intermediaries.

This course is targeted at insurance practitioners who have responsibilities in marketing and business development as well as insurance intermediaries (agents and brokers), including insurance buyers (executives with responsibilities in corporate insurance).

By attending this course, one can gain useful insights into the unique characteristics and opportunities Affinity insurance solutions bring, such as embedded insurance products and its growth potential. Participants will also appreciate the various considerations in designing and structuring an Affinity program, as well as critical success factors to facilitate expansion of capabilities and growth.



Target Audience

- Insurance Marketing and Business Development personnel
- Underwriters
- Insurance intermediaries (agents and brokers)
- Corporate Procurement Officers



Key Learning Outcomes

At the end of the programme, participants should be able to:

- Understand embedded insurance and Affinity solutions
- Gain insights into designing and structuring Affinity solutions
- Appreciate the unique claims management approach
- Overview of the challenges of Affinity programs

Programme Outline

Introduction

- Course overview
- Objectives and expected outcomes

Part 1: Attributes and Characteristics of Affinity Solutions

Insurance Solutions

- Classes of Affinity Insurance
- Advantages of Embedded Insurance
- Optional and Mandatory programs
- Stakeholders
- Insurers / Reinsurers
- Underwriting
- Distribution
- Portfolio size and scalability
- Program Renewal
- Premium Accounting
- Revenue Sharing
- Credit Control

Part 2: Setting up an Affinity Program

- Strong Business Case and support from Program Sponsor
- Underwriting Support and Pricing
- Structure and money flow
- Transaction tracking, audit trail, and Premium Reporting
- Compliance and Legal considerations
- Evaluating additional risks involved
- Digital capability

Part 3: Claims Management

- Claims processes and procedures
- Turnaround time
- Claims approval and settlement
- Legal aspects of claims management

Part 4: Challenges

- Relevance of program and sustainability – changes in law, business environment
- Premium size and financial feasibility – cost and efforts versus returns
- Claims Performance
- Competition and Defensive RFP

Conclusion and Q&A

- Summary of key points
- Q & A



Programme Fee

S\$218.00 (inclusive of 9% GST)

Participants who register by 19 April 2026 will be entitled to a 10% Early Bird Discount.

A 10% Group Discount is also applicable for organisations registering a minimum of three participants.

Please note that the Early Bird and Group Discounts are not cumulative.

Programme Leader

Mr. Leslie Wong

Leslie Wong is a seasoned insurance professional with over 30 years of experience in Singapore's insurance and financial services industry. Renowned for his leadership, strategic thinking, and ability to build lasting relationships, he has consistently delivered exceptional results across various roles.

As a General and Life Insurance Trainer and Affinity Insurance Specialist, Leslie brings expertise in motor insurance claims, broking, and customer-focused strategies. At Marsh Singapore, he led the Affinity Practice, building a portfolio exceeding SGD 1.5 million. During his tenure at the Automobile Association of Singapore, he drove membership growth, spearheaded digital transformation, and contributed to road safety initiatives.

Leslie's career spans leadership and technical roles in broking, underwriting, and operations, including transformative achievements like launching broking services and managing corporate insurance programs. He holds a BA in Insurance Management and multiple certifications, reflecting his commitment to professional excellence. His contributions to the industry have earned him accolades such as the CEO Award at Marsh Singapore and recognition for long service in mediation.

Dedicated to advancing industry standards, Leslie equips professionals with the skills needed to excel in a dynamic insurance landscape.

