

Outstanding
Training & Development
Award

The winning company must be able to demonstrate how their organisation and staff have successfully committed in the development of professionalism. This could include, but not be limited to, implementation of training and recruitment, and the spread of best practice. The judges will be looking for practices that are focused around the innovative methods of instruction and communication, helping staff achieve unexpected results, personal growth, ethical standards and business results.



AIA International Limited



From the 1st day of training, AIAHK Financial Planners can experience the benefits of using our proprietary digital learning platform which cultivates the iAgency culture in AIAHK.

The digital learning platform is established for AIAHK Financial Planners (FPs). FPs can watch different types of learning videos including "best practices", and about products and selling skills. anywhere, anytime.



iAcademy: Positioning our people to stay ahead in the new digital age.

Technology transforms the way people work. Embracing these trends helps businesses stay ahead.

AIAHK introduces iAcademy – a comprehensive digital training model on iOS with a 365-day training programme, interactive content, customized learning apps, integration with sales tools, and data tracking.

Embracing new technologies is not just about better learning, but also about preparing new Financial Planners for AIAHK's digital culture. Today, adoption rates are over 90%. Learning communities continue to form, and our data provides new insights every day.

We position our people for success. Only then we can maintain our status as the pre-eminent life insurance company in the region.



AXA Hong Kong



Nurturing a team of talented sales managers is key to deliver outstanding customer service.

AXA Academy is one of the largest training facilities in Hong Kong for the insurance industry.



At AXA Hong Kong, we believe people are the key to excellent performance and success. We always place training and talent development as the top priority. We understand that a team of high-quality employees and distributors are essential to delivering on our promises to our customers.

Offering a Qualifications Framework ('QF') accredited in-house manager training programme, which is the first of its kind among all insurance companies in Hong Kong, definitely demonstrates our commitment to nurturing talented sales managers. Graduates of the program will be awarded the 'Certificate in Sales Management' which is a Level 3 qualification under QF and is linked with an Executive Diploma as conversion program which can lead to MBA designation.

In this way, we not only encourage and support our talent leaders to excel, but also inspire more insurance partners to join the QF to further uplift the professionalism of the industry in the long run.



Manulife (International) Limited



MX advisors were having a great time during the training classes.

Nowadays, technology is redefining customer's expectation on service delivery. We are equipping our agency force with electronic point of sales tool so they can provide instant and personalized service to customers



As one of the leading financial services organizations in Hong Kong, Manulife strives to help people achieve their dreams and aspirations, by putting customers' needs first and providing the right advice and solutions. Manulife has been long known for our leading professional agency force, which is a key in helping us understand the needs of the customer better, providing exceptional customer experience and deliver holistic product offerings.

Distribution Training and Development has been optimizing various training programs to equip our agency managers and advisors with professional knowledge and skill sets. "Mission Extraordinary: Connect People and Performance (MX)" is a training program designed for high caliber new advisors. Aiming to drive customer satisfaction and sales performance, the program succeeded in giving new advisors an understanding of holistic financial planning and the concept of customer centricity. Clear direction from senior management, joint field work and activity management activities by agency managers are the keys to the success of the program. With MX's proven record in terms of improving customer satisfaction and sales performance, Manulife is building a premium agency force to differentiate our team in the market.