



Seminar for Actuarial Science students

How to qualify as an actuary?

Dr. Trevor Watkins

Director of Education,
Institute and Faculty of Actuaries

September 5, 2011 (Monday)

5:00 p.m. - 6:00 p.m.

T6, 1/F, Meng Wah Complex, HKU

About the Speaker

Trevor Watkins is Director of Education at The Actuarial Profession which covers the qualification process of the Institute and Faculty of Actuaries.. He took up the post in April 2005. He took early retirement from a post as Deputy Vice Chancellor at South Bank University in July 2003 and then worked as a consultant in the retail financial services sector and as Policy Advisor to the East Midlands Universities Association.

He is an economist by training with a PhD in Industrial Economics from Manchester University after a first class honours (CNA) degree in Economics and a Masters degree in Marketing Management (Salford) and has worked at a number of Universities including Nottingham (Department of Industrial Economics) and Oxford Brookes (Head of Business School). He was also a Fellow of, and was Chief Examiner for the Chartered Institute of Marketing which has around 30,000 registered students world wide and for a new qualification in Customer Relationship Management at the Chartered Institute of Bankers. He was Consultant Editor of the International Journal of Bank Marketing and on the Editorial Board of a number of journals in the UK and US. He is a Fellow of, and was a member of the Council of the Chartered Institute of Bankers.

Professor Watkins has written and edited a number of books on marketing and economics and published widely on the marketing of financial services. He has been a consultant on projects for a number of blue chip companies including BAT, Abbey Life, Del Monte, Munich Reinsurance and Banco Continental (Peru). He has recently completed a consultancy assignment for the Commonwealth Secretariat to advise the University of Technology, Jamaica on marketing strategies. He has also recently written a report commissioned by IBM Europe on Marketing Strategies for Hybrid Financial Services in Europe.

He has also been interviewed by the media on financial services marketing and has appeared on BBC1, BBC2, BBC24 hours, Sky TV, Simply Money (digital), Silicon.com (Internet TV) and on BBC Radio 4, 5, IRN and local radio.

He has extensive teaching and examining experience at the MBA and executive education level in the UK and overseas including Trinidad, Jamaica, Denmark, Oman, Dubai, Ghana, Peru, Singapore and Hong Kong.

For online registration, please go to <http://www.hku.hk/statistics/seminar/20110905.html>