

**MEMO# 31961**

September 12, 2019

## **Registration Now Open: Small Funds Session 2: Tech Tools for Sales and Marketing Webinar 1:00 - 2:00 p.m. ET, October 15, 2019**

[31961]

September 12, 2019 TO: Small Funds Committee RE: Registration Now Open: Small Funds Session 2: Tech Tools for Sales and Marketing Webinar 1:00 - 2:00 p.m. ET, October 15, 2019

The next meeting of the Investment Company Institute's Small Funds Committee will be held on Tuesday, October 15, 2019 from 1:00 – 2:00 p.m. ET via webinar. This is the second webinar in the three-part series.

### **Session 2: Tech Tools for Sales and Marketing Webinar □ October 15 □ 1:00-2:00 p.m.**

- What you can do with 740,000 investment professionals and dozens of data points for each instead of Google | Discovery Data
- Why knowing who your customers are is a game changer | Celera System
- How to prioritize financial advisers based on actual shareholder positions | Broadridge Opportunity Hunter

### **Online Meeting Registration**

To register for the Small Funds Committee meeting webinar, please visit our registration site at <http://www.cvent.com/smallfundswebinar>. There is no charge to attend the Small Funds Committee meeting. Please note that the only way to register for the Small Funds Committee meeting is through the link indicated above. Webinar login information will be provided when you register online for the event.

If you have any questions about the registration, please contact Magen Dargon at (202) 326-5943 or [magen.dargon@ici.org](mailto:magen.dargon@ici.org).

Jane Carten  
Small Funds Committee Chair

John Randall  
Director, Operations and Distribution

---

Copyright © by the Investment Company Institute. All rights reserved. Information may be abridged and therefore incomplete. Communications from the Institute do not constitute, and should not be considered a substitute for, legal advice.