

**MEMO# 10084**

July 1, 1998

## **VIDEOTAPES: 1998 ADVERTISING SEMINARS**

[10084] July 1, 1998 TO: DIRECT MARKETING COMMITTEE No. 14-98 MARKETING POLICY COMMITTEE No. 20-98 PRIMARY CONTACTS - MEMBER COMPLEX No. 61-98 CONTINUING EDUCATION AND TRAINING ADVISORY COMMITTEE No. 8-98 CONTINUING EDUCATION/TRAINING MEMBERS No. 8-98 PUBLIC INFORMATION COMMITTEE No. 27-98 RESEARCH COMMITTEE No. 17-98 SALES FORCE MARKETING COMMITTEE No. 15-98 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 16-98 HUMAN RESOURCES FORUM No. 6-98 COMPLIANCE ADVISORY COMMITTEE No. 16-98 ADVERTISING COMPLIANCE SUBCOMMITTEE No. 31-98 SEC RULES COMMITTEE No. 65-98 BROKER/DEALER ASSOCIATE MEMBERS No. 15-98 RE: VIDEOTAPES: 1998 ADVERTISING SEMINARS

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The Investment Company Institute is pleased to announce that its 1998 Advertising Seminar is now available on videotape. The seminar featured presentations on the basics of mutual fund advertising and sales literature regulation by Thomas Pappas, Associate Director, Advertising and Investment Companies Regulation, NASD Regulation, Inc.; and Robert Zack, Senior Vice President and Associate General Counsel of OppenheimerFunds, Inc. The seminar also included a presentation on trends in mutual fund distribution and a panel discussion about mutual funds and the Internet. The videotapes and seminar handouts are designed to assist: ` employees who are new to the mutual fund industry, ` experienced employees who have recently moved into the areas of mutual fund marketing, sales, or compliance, and ` marketing executives who have not recently attended an Institute advertising seminar and are seeking a refresher course. One set of speaker handouts will accompany all orders for the Advertising Seminar videotape set (there are three videotapes per set). The cost of the videotape set and handouts is \$225. Please use the enclosed form to place your order or call Michelle Worthy at 202/326-5872. If you have any questions about the Institute's training and continuing education resources, please call Mary Gannon at 202/326-5871. Linda Brenner Director, Operations & Training Attachments