

**MEMO# 7216**

August 28, 1995

## **RESEARCH SEMINARS: MARKET TRENDS AND STRATEGIES - NEW DATE!**

August 28, 1995 TO: BROKER/DEALER ASSOCIATE MEMBERS No. 18-95 DIRECT MARKETING COMMITTEE No. 35-95 INDUSTRY STATISTICS COMMITTEE No. 17-95 MARKETING POLICY COMMITTEE No. 40-95 MEMBERS - ONE PER COMPLEX No. 73-95 OPERATIONS COMMITTEE No. 24-95 PENSION MEMBERS No. 38-95 PUBLIC INFORMATION COMMITTEE No. 30-95 RESEARCH COMMITTEE No. 29-95 SALES FORCE MARKETING COMMITTEE No. 39-95 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 30-95 SMALL FUNDS COMMITTEE No. 15-95 RE: Research Seminars: Market Trends and Strategies - NEW DATE!

The ICI's Research Department will be conducting four regional one-day seminars during October for Institute members. The seminars are to provide a forum for member discussions of current and future industry developments and to acquaint members with the major results of the Institute's research on a variety of timely subjects. These presentations will be designed to assist: managers and executives concerned with the environment for mutual fund sales; marketing managers; planning managers; product development managers; those involved in all areas of research; economists; and those responsible for communicating with the press, the public, and shareholders. Registration for these seminars will be limited to ICI members and associate members. We encourage you and your staff to attend. PLEASE REGISTER WITHOUT DELAY Topics to be Covered This series of seminars will feature presentations on the economic environment for mutual funds, past and future industry trends including the retirement/institutional market, and shareholders need for investment information and advice. Member firms can utilize the seminar material in developing their own future business strategies and may identify ideas to integrate into their marketing programs. The seminars will begin promptly at 9:00 am and end at 3:30pm. The meetings will be structured so as to allow time for questions and general discussion. Lunch will be provided for all attendees which will allow for additional informal discussions of the issues. Dates and Location October 10 New York NEW Hotel Inter-Continental - New York Room Rates: \$195 single/double HOTEL! 111 East 48th Street Hotel Cut-off: September 8, 1995 New York, NY 10017 (212) 755-5900 October 11 Boston The Colonnade Boston Room Rates: \$155 single/double 120 Huntington Avenue Hotel Cut-off: September 19, 1995 Boston, MA 02115 (617) 424-7000 October 27 Houston NEW J.W. Marriott Room Rates: \$118 single/double DATE! 5150 Westheimer Hotel Cut-off: October 12, 1995 Houston, TX 77056 (713) 961-1500 October 30 San Francisco NEW Hotel Nikko San Francisco Room Rates: \$118 single/double DATE! 222 Mason Street Hotel Cut-off: October 9, 1995 San Francisco, CA 94102 (415) 394-1111 How to Register To register, complete the attached registration form and return it, along with a check for \$200 for the first registration, and \$125 per additional registration from the same fund group attending the same meeting to: Conference Division Investment Company Institute 1401 H Street, NW., 12th Floor

Washington, DC 20005-2148 202/326-5968 Additional Information For more registration or logistical information, contact the Conference Division at 202/326- 5968. For additional information on the program, please contact Dee Mueller at 202/326-5913. Sandra J. West Director, Marketing Research

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