

MEMO# 7438

November 20, 1995

FINAL 1995 SHAREHOLDER COMMUNICATIONS SEMINAR--SAN FRANCISCO

November 20, 1995 TO: DIRECT MARKETING COMMITTEE No. 54-95 MARKETING POLICY COMMITTEE No. 60-95 PUBLIC INFORMATION COMMITTEE No. 45-95 RESEARCH COMMITTEE No. 46-95 SALES FORCE MARKETING COMMITTEE No. 58-95 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 45-95 RE: Final 1995 Shareholder Communications Seminar--San Francisco

There is still time to register for the Institute's third and final Shareholder Communications Seminar to be held in San Francisco on December 7. The two previous seminars were held in New York on October 18 and Boston on November 7. Who Should Attend This seminar is for mutual fund professionals who communicate with shareholders via print, video, online, and in face-to-face settings. It offers experienced fund professionals a chance to compare notes with others in the field and provides newcomers to the mutual fund industry, or those new to shareholder communications, with an understanding of key issues and important developments. A preliminary agenda is attached. Date and Location San Francisco Thursday, December 7, 1995 Hyatt Regency San Francisco 5 Embarcadero Center San Francisco, CA 94111 415/788-1234 Please make your own hotel reservation. How to Register Registration for this seminar is limited to employees of ICI member fund organizations and their advertising, design, and public relations agencies. Nonmembers of the Institute will be required to supply a letter from the member with which they have a business relationship. 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. (Nonmembers should submit a check for \$325 for each registration.) Mail to: Conference Division Investment Company Institute 1401 H Street, NW, Suite 1200 Washington, DC 20005-2148 For More Information Questions about registration may be directed to the Institute's Conference Division, 202/326- 5968. Questions about the program may be directed to Laurie Strollo, Assistant Director of Publishing, 202/326-5882. Laurie Strollo Assistant Director of Publishing