

MEMO# 4055

August 28, 1992

AGENDA FOR CHICAGO PR SEMINAR FINALIZED

August 28, 1992 TO: PUBLIC INFORMATION COMMITTEE NO. 36-92 DIRECT MARKETING COMMITTEE NO. 34-92 SALES FORCE MARKETING COMMITTEE NO. 35-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 28-92 SMALL FUNDS COMMITTEE NO. 12-92 RE: AGENDA FOR CHICAGO PR SEMINAR FINALIZED

This year the Institute is conducting one-day seminars on the "Basics of Public Relations" in three cities: * Chicago -- September 10 * New York -- October 14 * Boston -- November 12 The agenda for the first seminar in Chicago has been finalized, and is attached. In addition to a number of public relations experts from inside and outside of the mutual fund industry, the program will feature a news media panel of four distinguished journalists. WHO SHOULD ATTEND * Anyone responsible for developing publicity for a mutual fund. * Anyone in a position to respond to the news media. * Anyone with management responsibility for, or liaison with, marketing/advertising/public relations. * Anyone interested in a better understanding of what PR can do. NOTE: Registration is limited to employees of Institute member firms and their public relations/advertising/or other marketing vendor firms. non-members of the Institute must accompany their registration form with a letter confirming their relationship with an ICI member firm, signed by an executive of that firm.

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