

MEMO# 2182

September 12, 1990

1990 PUBLIC RELATIONS SEMINARS -- SECOND NOTICE

September 12, 1990 TO: MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 9-90 PUBLIC INFORMATION COMMITTEE NO. 33-90 DIRECT MARKETING COMMITTEE NO. 24-90 MARKETING COMMITTEE NO. 20-90 SALES FORCE MARKETING COMMITTEE NO. 24-90 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 24-90 SMALL FUNDS COMMITTEE NO. 14-90 RE: 1990 PUBLIC RELATIONS SEMINARS -- SECOND NOTICE

_____ This year the Institute is conducting one-day seminars on Public Relations in two cities: * Boston -- October 10 * New York -- November 7 TOPICS TO BE COVERED These seminars are designed to provide participants with basic information on how to run a successful public information/public relations program in the mutual fund industry. Leading public relations executives in the fund industry will present this information, providing insights into the operation of some of the most successful public relations programs in the industry. There will also be a presentation at each seminar on how to start a PR program. A panel of financial journalists from the Wall Street Journal, Money Magazine, CNN and other major news organizations will explain what information they need from you -- and the best way to communicate with them. And they will answer your questions. A public relations agency executive will explain the agency role and how to best work with an agency. Other topics will include media training for executives and video news releases for TV. WHO SHOULD ATTEND o Anyone responsible for developing publicity for a mutual fund; o Anyone in a position to respond to the news media; o Anyone with management responsibility for, or liaison with, marketing/advertising/public relations; o 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. TIMES Seminars will begin at 9:30 a.m., and end at approximately 4:15 p.m. Lunch will be provided. LOCATIONS AND DATES Boston - October 10 Westin Hotel Copley Place 10 Huntington Avenue Boston, MA 02116 617/262-9600 Special rate: \$149.00 (Call before Sept. 18) New York - November 7 Loews Summit Hotel Lexington Avenue at East 51st Street New York, NY 10022 212/752-7000 Special rate: \$139.00 (Call before October 16) Please make your own hotel reservation, and mention the Institute to receive the special rate. HOW TO REGISTER To register, complete the attached registration form and return it, along with a check for \$150 for the first registration, and \$100 per additional registration for the same fund group (non-members should submit a check for \$175 for each registration) to: Ms. Lynette Mitchell Investment Company Institute 1600 M Street, NW Suite 600 Washington, DC 20036 ADDITIONAL INFORMATION For more registration or logistical information, contact Lynette Mitchell at 202/955-3508. For additional information on the content of the program, please

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Name of Organization	
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ICI Member Firm (if	
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different)*	Address
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City, State, Zip	
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Telephone REGISTRATION	

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