

MEMO# 7225

September 6, 1995

1995 SHAREHOLDER COMMUNICATIONS SEMINARS -- SECOND NOTICE

September 6, 1995 TO: DIRECT MARKETING COMMITTEE No. 38-95 MARKETING POLICY COMMITTEE No. 43-95 MEMBERS - ONE PER COMPLEX No. 76-95 PUBLIC INFORMATION COMMITTEE No. 32-95 RESEARCH COMMITTEE No. 33-95 SALES FORCE MARKETING COMMITTEE No. 42-95 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 33-95 RE: 1995 Shareholder Communications Seminars -- Second Notice

_____ This fall, the Institute will sponsor three one-day seminars for mutual fund professionals who communicate with shareholders via print, video, online, and in face-to-face settings. Seminars will be held this October, November, and December in New York, Boston, and San Francisco, respectively. Speakers will be drawn from ICI member fund organizations, and will provide information and insights on a range of current topics. The seminars offer experienced fund professionals a chance to compare notes with others in the field and provide newcomers to the mutual fund industry, or those new to shareholder communications, with an understanding of key issues and important developments. Topics To Be Covered The following is a list of anticipated presentation topics. Managing Investor Expectations Through Communications Establishing a Corporate Identity Through Communications The Profile Prospectus: A Case Study Communicating with the Retirement Market Online Shareholder Communications Redesigning Shareholder Reports New Developments in Shareholder Account Statements A preliminary agenda, including speakers, will be mailed out in the near future. Dates and Locations New York Wednesday, October 18, 1995 The Drake Swissotel 440 Park Avenue New York, NY 10022 212/421-0900 Special rate: \$180 single/double (reserve before September 26) Boston Tuesday, November 7, 1995 The Colonnade Boston 120 Huntington Avenue Boston, MA 02116 617/424-7000 Special rate: \$165 single/double (reserve before October 17) San Francisco Thursday, December 7, 1995 Hyatt Regency San Francisco 5 Embarcadero Center San Francisco, CA 94111 415/788-1234 Special rate: \$145 single/double (reserve before November 15) Please make your own hotel reservation, and mention the Institute to receive the special rate. How to Register Registration for these seminars 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. Please register early, as space is limited and it may not be possible to accommodate walk-in registrations. 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 202/326-5968 For More Information Questions about registration and hotels may be directed to the Institute's

Conference Division, 202/326-5968. Questions about the program may be directed to Laurie Stollo, Assistant Director of Publishing, 202/326-5882. Laurie Stollo Assistant Director of Publishing

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