

MEMO# 3193

October 28, 1991

FINAL 1991 SHAREHOLDER COMMUNICATIONS SEMINAR

October 28, 1991 TO: SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 32-91 DIRECT
MARKETING COMMITTEE NO. 37-91 MARKETING COMMITTEE NO. 41-91 PUBLIC
INFORMATION COMMITTEE NO. 34-91 RESEARCH COMMITTEE NO. 24-91 SALES FORCE
MARKETING COMMITTEE NO. 35-91 MEMBERS INTERESTED IN PUBLIC INFORMATION NO.
17-91 RE: Final 1991 Shareholder Communications Seminar - Third Notice

Don't miss the final 1991
Shareholder Communications Seminar in Boston on November 13! The first of these
seminars was held in October in New York and proved to be a hit. The topics to be covered
in Boston are current and topical to those who communicate with mutual fund shareholders
via print and other media, and in face-to-face settings. Speakers are drawn primarily from
ICI member organizations. The emphasis in presentations is on providing useful ideas that
you can take back and apply to your own organization. See the attached agenda for more
details. Registration for this seminar is limited to employees of ICI member fund
organizations and their advertising, design, and public relations agencies. Don't delay.
Space is limited, so please register today. Date and Location Boston Wednesday, November
13, 1991 The Colonnade Hotel 120 Huntington Avenue Boston, MA 02116 617/424-7000
How to Register Fund group employees should complete the attached registration form and
return it along with a check for \$175 for the first registration and \$100 for each additional
registration from the same organization. Nonmembers should submit a check for \$250 for
each registration, along with a letter from an ICI member stating the relationship of the
registrant to the ICI member firm. Mail to: Geoffrey Burke Investment Company Institute
1600 M Street, NW - Suite 600 Washington, DC 20036 More Information For more
information about the seminar program, please call me at 202/955-3533. For additional
information on how to register, call Geoffrey Burke at 202/955-3508. Laurie Strollo Senior
Writer Public Information & Marketing Dept.