

MEMO# 4997

July 23, 1993

1993 SHAREHOLDER COMMUNICATIONS SEMINARS

July 23, 1993 TO: DIRECT MARKETING COMMITTEE NO. 39-93 MARKETING POLICY COMMITTEE NO. 30-93 PUBLIC INFORMATION COMMITTEE NO. 39-93 RESEARCH COMMITTEE NO. 25-93 SALES FORCE MARKETING COMMITTEE NO. 37-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 31-93 SMALL FUNDS COMMITTEE NO. 15-93 RE: 1993 Shareholder Communications Seminars

_____ This fall, the Institute will sponsor three one-day seminars for mutual fund professionals who communicate with shareholders via print, video, and in face-to-face settings. Seminars will be held this September, October, and November in San Francisco, New York, and Boston, 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. 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 Institute 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. TOPICS TO BE COVERED The following is a preliminary list of topics under consideration. o New prospectus disclosure requirements o Simplifying/redesigning shareholder communications o Communicating risk to shareholders o Establishing a corporate identity through communications o Communicating with the defined contribution plan market o Communicating with tomorrow's shareholders (teaching children about investing) o Crisis communications with shareholders/brokers o Technological developments in fulfillment DATES AND LOCATIONS San Francisco Tuesday, September 28, 1993 Westin St. Francis Hotel Union Square, 335 Powell St. San Francisco, CA 94102 415/397-7000 Special rate: \$150.00 single/double (call before Sept. 6) New York Thursday, October 21, 1993 Loews New York Hotel 569 Lexington Avenue New York, NY 10022 212/752-7000 Special rate: \$149.00 single/double (call before Sept. 29) Boston Wednesday, November 17, 1993 The Colonnade Hotel 120 Huntington Avenue Boston, MA 02116 617/424-7000 Special rate: \$125.00 single/double (call before Oct. 26) Please make your own hotel reservation, and mention the Institute to receive the special rate. TIMES Registration (with coffee and pastries) will begin at 8:30 am. Seminars will begin at 9:30 am and end at approximately 4:00 pm. Lunch will be served. HOW TO REGISTER Complete the attached form and return it, along with a check for \$175 for the first registration and \$100 for each additional registration for the same fund group (nonmembers should submit a check for \$250 for each registration), to: Marti Yocum Investment Company Institute 1600 M Street, NW, Suite 600 Washington, DC

20036 MORE INFORMATION For more registration information, please contact Marti Yocum at 202/955-3508. For additional information on the content of the program, contact Laurie Strollo at 202/955-3533.

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