

MEMO# 12007

June 19, 2000

VIDEOTAPES: 2000 ADVERTISING COMPLIANCE SEMINARS

[12007] June 19, 2000 TO: ADVERTISING COMPLIANCE ADVISORY COMMITTEE No. 20-00 COMPLIANCE ADVISORY COMMITTEE No. 22-00 CONTINUING EDUCATION AND TRAINING MEMBERS No. 6-00 DIRECT MARKETING COMMITTEE No. 13-00 HUMAN RESOURCES FORUM No. 7-00 PRIMARY CONTACTS - MEMBER COMPLEX No. 39-00 PUBLIC INFORMATION COMMITTEE No. 21-00 RESEARCH COMMITTEE No. 13-00 SEC RULES COMMITTEE No. 88-00 SALES FORCE MARKETING COMMITTEE No. 13-00 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 12-00 RE: VIDEOTAPES: 2000 ADVERTISING COMPLIANCE SEMINARS The Investment Company Institute is pleased to announce that its June 2000 Advertising Compliance Seminar is now available on videotape. The seminar featured timely presentations on the regulation of mutual fund advertising and sales literature and on electronic distribution issues. More information about the seminar topics and speakers is included on the enclosed flyer. The videotapes and seminar handouts are designed to assist: • employees who are new to the mutual fund industry, • experienced employees who have recently moved into the areas of mutual fund marketing, sales or compliance, • marketing, compliance and sales executives who are assuming more responsibilities in the area of electronic distribution, and • marketing and compliance executives who are seeking a refresher course on advertising rules and regulations. One set of speaker handouts will accompany all orders for the Advertising Compliance Seminar videotape set (there are three videotapes per set). The cost of the videotape set and handouts is \$500. The videotapes and handouts provide 4-5 hours of training. Please use the enclosed form to place your order or call the Training Group at 202/326-5866. Linda Brenner Director - Operations & Training Enclosures

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