

MEMO# 1393

September 6, 1989

1989 SHAREHOLDER COMMUNICATIONS SEMINARS

September 6, 1989 TO: CLOSED-END FUND MEMBERS NO. 40-89 OPERATIONS COMMITTEE NO. 16-89 DIRECT MARKETING COMMITTEE NO. 27-89 MARKETING COMMITTEE NO. 23-89 RESEARCH COMMITTEE NO. 25-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 22-89 SALES FORCE MARKETING COMMITTEE NO. 28-89 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 10-89 RE: 1989 Shareholder Communications Seminars

The Institute will conduct seminars on shareholder communications in Boston and New York this November and December. The seminars will focus on topics of interest to those who communicate with mutual fund shareholders via print, video, and in face-to-face settings, primarily in the marketing area. As in the past, these seminars are designed for newcomers to the fund industry, as well as those who are new to shareholder communications and marketing. Speakers will be drawn primarily from member fund organizations. Registration for these seminars will be limited to employees of ICI member fund organizations and their advertising, design, and public relations agencies. Please register early, as space may be limited. Sessions will begin at 9:00 am and end by 4:00 pm. Dates and Locations o Boston Wednesday, November 15, 1989 The Back Bay Hilton 40 Dalton Street Boston, MA 02115 617/236-1100 o New York Thursday, December 7, 1989 The Essex House (Nikko Hotel) 160 Central Park South New York, NY 10019 212/484-5100 Topics to be Covered Following is a tentative list of the topics to be covered. o Shareholder Surveys and Seminars o Communicating New Product Launches o Electronic Publishing o Special Communication Programs for Specific Markets o "Storefront" Communications o And More! How to Register To register, complete the attached form and return it, along with a check for \$150 for the first registration (and \$100 per additional registration from the same company), to: Investment Company Institute 1600 M Street, NW, Suite 600 Washington, DC 20036 Attention: Claire Gurnee Please make your own hotel reservations, indicating that you are with the Investment Company Institute group. Additional Information For additional registration information, please call Claire Gurnee at 202/955-3576. For additional seminar information, please call me at 202/955-3533. We look forward to seeing you this fall. Laurie Strollo Writer/Editor Public Information and Marketing Attachment