

**MEMO# 5167**

September 27, 1993

# **1993 SHAREHOLDER COMMUNICATIONS SEMINARS - NEW YORK SPEAKERS ANNOUNCED**

September 27, 1993 TO: DIRECT MARKETING COMMITTEE NO. 50-93 MARKETING POLICY COMMITTEE NO. 42-93 PUBLIC INFORMATION COMMITTEE NO. 54-93 RESEARCH COMMITTEE NO. 30-93 SALES FORCE MARKETING COMMITTEE NO. 48-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 41-93 SMALL FUNDS COMMITTEE NO. 18-93 RE: 1993 Shareholder Communications Seminars - New York Speakers Announced

There is still time to register for the Institute's two remaining Shareholder Communications Seminars to be held in New York on October 21, and Boston on November 17. The first seminar took place in San Francisco on September 28. These seminars are for mutual fund professionals who communicate with shareholders via print, video, and in face-to-face settings. Speakers are drawn primarily 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. A preliminary agenda for the New York seminar is attached. The agenda for the Boston seminar will be substantially similar. Registration for these seminars is limited to employees of ICI member fund organizations and their advertising, design, and public relations agencies.

**DATES AND LOCATIONS** New York Thursday, October 21, 1993 Loews New York Hotel 569 Lexington Avenue (at E. 51st) New York, NY 10022 212/752-7000 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. Lunch will be served. All seminars begin at 9:30 am and end at approximately 4:00 pm. Registration begins at 8:30 am.

**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.

should not be considered a substitute for, legal advice.