

MEMO# 5948

June 6, 1994

RESEARCH SEMINARS: MARKET TRENDS AND STRATEGIES

June 6, 1994 TO: BOARD OF GOVERNORS NO. 48-94 BROKER/DEALER ASSOCIATE MEMBERS NO. 10-94 DIRECT MARKETING COMMITTEE NO. 12-94 INDUSTRY STATISTICS COMMITTEE NO. 9-94 MARKETING POLICY COMMITTEE NO. 22-94 MEMBERS - ONE PER COMPLEX NO. 37-94 OPERATIONS COMMITTEE NO. 11-94 PUBLIC INFORMATION COMMITTEE NO. 18-94 RESEARCH COMMITTEE NO. 16-94 SALES FORCE MARKETING COMMITTEE NO. 19-94 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 11-94 SMALL FUNDS COMMITTEE NO. 7-94 RE: Research Seminars: Market Trends and Strategies

Institute members are invited to participate in a regional one-day seminar being offered during September by the ICI's Research Department in four major cities. The basic purposes of the seminars are to provide a forum for member discussions of current and future industry developments and to acquaint members with the major results of the Institute's research on a variety of timely subjects. Member firms can utilize the seminar material in developing their own future business strategies and may identify ideas to integrate into their marketing programs. Who should attend? ! managers and executives concerned with the environment for mutual fund sales; ! marketing managers; ! planning managers; ! product development managers; ! those involved in all areas of research; ! economists; and ! those responsible for communicating with the press, the public and shareholders. The seminars are limited to ICI members and associate members. The one-day seminars will begin promptly at 9:00 am and meetings will be structured so as to allow time for questions and general discussion. Lunch will be provided for all attendees which will allow for additional informal discussions of the issues. We anticipate concluding the seminars no later than 3:30 pm. We encourage you and your staff to attend. Please register early using the attached form. For questions about the program call (202) 326-5912. Sandra J. West Director, Marketing Research Attachment