

MEMO# 6824

April 3, 1995

IAFP-ICI LIAISON COMMITTEE

April 3, 1995 TO: SALES FORCE MARKETING COMMITTEE No. 20-95 RE: IAFP-ICI LIAISON COMMITTEE

As you may be aware, several members of the Institute's Sales Force Marketing Committee are also members of the IAFP-ICI Liaison Committee. (See attached list of Liaison Committee members.) The Liaison Committee was formed in 1987 to create a forum for maintaining channels of communication between the Institute's Sales Force Marketing Committee and the International Association for Financial Planning (IAFP). The purpose of the IAFP-ICI Liaison Committee is to support the financial planner community in the best interests of the investing and saving public through the identification and pursuit of: 1. common marketing goals of the Investment Company Institute and IAFP, 2. means to provide guidance in the effective use of investment company-related products, and 3. enhancement of communication between members of the financial planner industry and the Investment Company Institute on timely issues, marketing practices, and consumer interests. The Liaison Committee meets two-three times per year, generally in conjunction with the IAFP Broker/Dealer conference in January and the IAFP's annual conference in September. Conference calls between members are scheduled on an as-needed basis.

Mutual Fund Seminar Series In 1994, the Committee developed and introduced the first in a series of mutual fund seminars for financial planners. This seminar, "Analyzing and Selecting Mutual Funds for a Winning Client Portfolio," features a three-part curriculum presented by mutual fund investment managers and financial planning professionals. (See attached outline.) Demand for the seminar by local IAFP chapters has been very strong. To date, over 20 seminars have been held around the country and several additional seminar dates are scheduled. On average, 48 financial planners have attended each seminar.

Opportunity to Participate The Committee is interested in developing a second mutual fund related seminar and would like to give other members of the Sales Force Marketing Committee the opportunity to participate in this venture. By participating in the seminar series, your firm will not only play an important role in helping financial planners to use mutual funds more effectively, but will also gain increased visibility in the financial planner community. The Committee is looking for detailed suggestions/proposals for seminar topics and/or a commitment from a member of your firm to participate in some of the seminars. If you are interested in working on the seminar project and/or in joining the Liaison Committee, please complete the attached form. If you have any questions or if I can be of assistance in any way, please do not hesitate to call me at 202/326-5883. Linda Brenner Manager, Sales Force Marketing and Financial Planning Services INVESTMENT COMPANY INSTITUTE

IAFP-ICI LIAISON COMMITTEE ☐ I am interested in working on the IAFP-ICI seminar series. The following are mutual fund related topics that I believe would be of interest to financial planners. (Please be as detailed as possible.) ☐ My firm is interested in providing speakers for the IAFP-ICI seminars. ☐ I would like to join the IAFP-ICI Liaison Committee.

Name: _____ Fund Company: _____ Phone Number: _____ Please return this form to: Ms. Darlene

Eberhardt Investment Company Institute 1401 H Street, NW Washington, DC 20005
202/326-5868 (phone) 202/326-5878 (fax)

Copyright © by the Investment Company Institute. All rights reserved. Information may be abridged and therefore incomplete. Communications from the Institute do not constitute, and should not be considered a substitute for, legal advice.