

MEMO# 4110

September 22, 1992

TWO TELEPHONE CENTER MANAGEMENT SKILLS SEMINARS YET TO BE HELD

September 22, 1992 TO: MEMBERS - ONE PER COMPLEX NO. 29-92 OPERATIONS MEMBERS NO. 30-92 DIRECT MARKETING COMMITTEE NO. 35-92 RESEARCH COMMITTEE NO. 18-92 SALES FORCE MARKETING COMMITTEE NO. 36-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 29-92 SMALL FUNDS COMMITTEE NO. 14-92 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 9-92 RE: TWO TELEPHONE CENTER MANAGEMENT SKILLS SEMINARS YET TO BE HELD _____

There are still two Telephone Center Management Skills Seminars left to be held this year for those who manage and supervise fund telephone representatives. They will be held this October and November in New York and Boston. These one-day seminars will feature presentations on how others in the industry are handling supervisory and management issues, as well as ideas from outside speakers on sales training, compensation, and motivational issues. Topics discussed are designed to be of interest to those who are new to running shareholder service and wholesaler support sales operations. Registration for these seminars will be limited to employees of ICI member organizations, their transfer agents and telemarketing firms. Please register early, as space will be limited and it may not be possible to accommodate walk-in registrations. Topics to be Covered These seminars will focus on providing attendees with ideas that they can use in the management of their own telephone centers and insights into how others manage their telephone operations. Issues of interest to managers of both sales and service telephone groups will be addressed. This year's seminars will feature increased coverage of sales-related issues. The agenda for the New York session is attached. The agenda for the Boston session will be the same, though the speakers and the order of the presentations may vary due to speaker availability. Dates and Locations o New York October 15 New York Marriott Eastside 525 Lexington Avenue New York, NY 10017 212/755-4000 o Boston November 13 Sheraton Boston Hotel & Towers 39 Dalton Street Boston, MA 02199 617/236-2000 Lunch will be served. All seminars will begin at 9:30 am, and end at approximately 4:00 pm. How to Register To register, fund group employees should complete the attached registration form and return it, along with a check for \$175 for the first registration from the fund group, and \$100 for each additional registration from the same fund group. Non-members should submit a check for \$250 for each registration, as well as a letter from an ICI member stating the relationship of the registrant to the ICI member firm. Mail to: Conference Registration Investment Company Institute 1600 M Street NW - Suite 600 Washington, DC 20036 More Information For more information on the program for these seminars, please call Stephanie Brown at 202/955-3536 or Barbara Levin at 202/955-3540. For more information on how to register for these seminars, call 202/955-3508. Stephanie Brown Marketing Director Barbara Levin Director-Sales Force Marketing and Financial Planning Services

REGISTRATION FORM INVESTMENT COMPANY INSTITUTE 1992 TELEPHONE CENTER

MANAGEMENT SKILLS SEMINARS LOCATION (check one) New York ____ Boston ____ (October 15) (November 13) PLEASETYPE OR PRINT Name(s) and Title(s)

_____ Name of Organization _____

ICI Member Firm (if different)* _____ Address _____

_____ City, State, Zip _____

Telephone Registration Fee ____ \$175 First Registrant from Institute Member Organization
____ \$100 Each Additional Registrant from Same Member Organization ____ \$250 Each Non-
Member Registration ____ Total Fees (Check made out to Investment Company Institute)

Return to: Conference Registration INVESTMENT COMPANY INSTITUTE 1600 M Street, NW -
Suite 600 Washington, DC 20036 * Non-members: Please supply a letter from a member
stating the relationship of the registrant to the member firm.

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