

MEMO# 1474

October 17, 1989

1989 SHAREHOLDER COMMUNICATIONS SEMINARS - SECOND NOTICE

October 17, 1989 TO: CLOSED-END FUND MEMBERS NO. 56-89 DIRECT MARKETING COMMITTEE NO. 31-89 MARKETING COMMITTEE NO. 26-89 RESEARCH COMMITTEE NO. 29-89 SALES FORCE MARKETING COMMITTEE NO. 31-89 OPERATIONS COMMITTEE NO. 20-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 26-89 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 11-89 RE: 1989 Shareholder Communications Seminars - Second Notice _____ Here is more detailed information on the Institute's 1989 shareholder communications seminars, which will be held in Boston and New York this November and December. These seminars will focus on topics of interest to those who communicate with mutual fund shareholders via print and other media, and in face-to-face settings, primarily in the marketing area. As in the past, the shareholder communications seminars are designed for newcomers to the fund industry, as well as those who are new to shareholder communications and marketing. The emphasis in presentations will be on providing useful ideas that you can take back and apply to your own organizations. Speakers will include executives from member fund organizations, as well as outside experts. A preliminary agenda is attached. Registration for these seminars is limited to employees of ICI member fund organizations and their advertising, design, and public relations agencies. Please register early as space may be limited. 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 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 in 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. I look forward to seeing you this fall. Laurie Strollo Writer/Editor Public Information and Marketing Attachment