

MEMO# 4535

February 25, 1993

MARKET TRENDS SEMINAR, 1993

February 25, 1993 TO: MEMBERS - ONE PER COMPLEX NO. 16-93 DIRECT MARKETING COMMITTEE NO. 15-93 MARKETING POLICY COMMITTEE NO. 11-93 PUBLIC INFORMATION COMMITTEE NO. 14-93 RESEARCH COMMITTEE NO. 9-93 SALES FORCE MARKETING COMMITTEE NO. 17-93 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 14-93 SMALL FUNDS COMMITTEE NO. 5-93 INDUSTRY STATISTICS COMMITTEE NO. 5-93 RE: Market Trends Seminar, 1993 _____ Plan now to attend one of two seminars on Market Trends, presented by members of the ICI Research Department and invited speakers. The program of thees one-day seminars will focus on findings of studies conducted by the ICI Research Department and will provide implications to fund management. Presentations are particularly targeted to managers and their employees who are involved in the following areas of the industry: * mutual fund sales and marketing * product development and * all areas of research distribution * strategic planning * communications and public * newcomers to the industry y relations Registration for the seminars is retriected to employees of ICI members. To register, complete the attached form and return it to the Institute with a check for \$175 for the first registrant and \$100 for each additional registrant from the same ICI member firm. Please register promptly as space may be limited. A block of rooms has been reserved at each hotel under the name of the Investment Company Institute. Please make your own hotel reservations by calling the hotel directly. Be sure to mention the ICI when you call so that you will be charged the special rates indicated. Register early and bring colleagues! Detailed information and a registration form is attached. Telephone (202) 955- 3509. Sandra J. West Director, Marketing Research Attachments

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