

MEMO# 3993

August 11, 1992

FOURTH ANNUAL TELEPHONE CENTER MANAGEMENT SKILLS SEMINARS-- SECOND NOTICE

August 11, 1992 TO: MARKETING POLICY COMMITTEE NO. 29-92 DIRECT MARKETING COMMITTEE NO. 28-92 SALES FORCE MARKETING COMMITTEE NO. 28-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 23-92 RESEARCH COMMITTEE NO. 13-92 SMALL FUNDS COMMITTEE NO. 9-92 OPERATIONS COMMITTEE NO. 23-92 PUBLIC INFORMATION COMMITTEE NO. 30-92 MEMBERS - ONE PER COMPLEX NO. 24-92 RE: Fourth Annual Telephone Center Management Skills Seminars--Second Notice

_____ This fall, the Institute will sponsor one-day seminars in three cities for those who manage and supervise fund telephone representatives. Seminars will be held this September, October, and November in Chicago, New York, and Boston. They 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 run shareholder service and wholesaler support sales operations. Registration for these seminars will be limited to employees of ICI member organizations and 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 Chicago session is attached. The agenda for the other two seminars will be the same, though some speakers and the order of the presentations will vary due to speaker availability. Dates and Locations o Chicago September 9 Chicago O'Hare Marriott 8535 West Higgins Road Chicago, IL 60631 312/693-4444 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

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