

MEMO# 6317

October 21, 1994

1994 PUBLIC RELATIONS AND CRISIS COMMUNICATIONS SEMINARS - AGENDAS PROVIDED FOR CHICAGO AND BOSTON

October 21, 1994 TO: DIRECT MARKETING COMMITTEE NO. 30-94 MARKETING POLICY COMMITTEE NO. 46-94 MEMBERS - ONE PER COMPLEX NO. 81-94 PUBLIC INFORMATION COMMITTEE NO. 36-94 RESEARCH COMMITTEE NO. 27-94 SALES FORCE MARKETING COMMITTEE NO. 43-94 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 28-94 SMALL FUNDS COMMITTEE NO. 16-94 RE: 1994 PUBLIC RELATIONS AND CRISIS COMMUNICATIONS SEMINARS - AGENDAS PROVIDED FOR CHICAGO AND BOSTON

Three more one-day seminars on public relations remain on the Institute's 1994 calendar. Agendas for Chicago and Boston are attached. The agenda for San Francisco will be similar for the morning session, and identical in the afternoon. Chicago -- Wednesday, November 2 Boston -- Thursday, November 10 San Francisco -- Thursday, December 8 TOPICS TO BE COVERED These seminars are designed to provide participants with basic information on how to run a successful public information/public relations program in the mutual fund industry. Leading public relations executives in the fund industry will present this information, which will include insights into the operation of some of the most successful public relations programs in the industry. A panel of financial journalists from major national and regional news organizations, including Money Magazine, will explain what information they need from you -- and the best way to communicate with them. And they will answer your questions. In addition, the afternoon session will be entirely devoted to a special workshop on crisis communications, which will be conducted by Robert Irvine, president of the Institute for Crisis Management. WHO SHOULD ATTEND * Anyone responsible for developing publicity for a mutual fund. * Anyone in a position to respond to the news media. * Anyone with management responsibility for, or liaison with, marketing/advertising/public relations. * Anyone interested in a better understanding of what PR can do. NOTE: Registration is limited to employees of Institute member firms and their public relations/advertising/or other marketing vendor firms. Non-members of the Institute must accompany their registration form with a letter confirming their relationship with an ICI member firm, signed by an executive of that firm. TIMES Registration will begin at 8:30 a.m. with coffee and pastries served. Seminars will begin at 9:30 a.m., and end at approximately 4:00 p.m. Lunch will be provided. LOCATIONS AND DATES Chicago -- November 2 Park Hyatt Chicago 800 North Michigan Avenue Chicago, IL 60611 312/280-2222 Special Rate: \$150 single/double (call before October 10) Boston -- November 10 The Westin Hotel 10 Huntington Avenue Boston, MA 02116 617/262-9600 Special Rate: \$180 single/double (call

before October 19) San Francisco -- December 8 Hyatt Regency San Francisco 5 Embarcadero Center San Francisco, CA 94111 415/788-1234 Special Rate: \$140 single/double (call before November 16) Please make your own hotel reservation, and mention the Institute to receive the special rate. HOW TO REGISTER To register, complete the attached registration form and return it, along with a check for \$200 for the first registration and \$125 per additional registration for the same fund group (non-members should submit a check for \$325 for each registration) to: Conference Registration Investment Company Institute 1401 H Street, NW, Suite 1200 Washington, DC 20005
ADDITIONAL INFORMATION For more registration information, please contact Conference Registration at 202/326-5968. For additional information on the content of the program, contact Erick Kanter at 202/326-5860.

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