

**MEMO# 2109**

August 13, 1990

## **1990 PUBLIC RELATIONS SEMINARS**

August 13, 1990 TO: MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 8-90 PUBLIC INFORMATION COMMITTEE NO. 28-90 DIRECT MARKETING COMMITTEE NO. 21-90 MARKETING COMMITTEE NO. 18-90 SALES FORCE MARKETING COMMITTEE NO. 21-90 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 21-90 SMALL FUNDS COMMITTEE NO. 12-90 RE: 1990 PUBLIC RELATIONS SEMINARS

\_\_\_\_\_ This year the Institute is conducting one-day seminars on Public Relations in two cities: \* Boston -- October 10 \* New York -- November 7 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, providing insights into the operation of some of the most successful public relations programs in the industry. A panel of financial journalists will explain what information they need from you -- and the best way to communicate with them. And they will answer your questions. A public relations agency executive will explain the agency role and how to best work with an agency. WHO SHOULD ATTEND o Anyone responsible for developing publicity for a mutual fund; o Anyone in a position to respond to the news media; o Anyone with management responsibility for, or liaison with, marketing/advertising/public relations; o 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 Seminars will begin at 9:30 a.m., and end at approximately 4:15 p.m. Lunch will be provided. LOCATIONS AND DATES Boston - October 10 Westin Hotel Copley Place 10 Huntington Avenue Boston, MA 02116 617/262-9600 Special rate: \$149.00 (Call before Sept. 18) New York - November 7 Loews Summit Hotel Lexington Avenue at East 51st Street New York, NY 10022 212/752-7000 Special rate: \$139.00 (Call before October 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 \$150 for the first registration, and \$100 per additional registration for the same fund group (non- members should submit a check for \$175 for each registration) to: Ms. Lynette Mitchell Investment Company Institute 1600 M Street, NW Suite 600 Washington, DC 20036 ADDITIONAL INFORMATION For more registration or logistical information, contact Lynette Mitchell at 202/955-3508. For additional information on the content of the program, please contact Erick Kanter at 202/955- 3530. Please make your own hotel reservations. REGISTRATION FORM INVESTMENT COMPANY INSTITUTE 1990 PUBLIC RELATIONS SEMINARS BOSTON - OCTOBER 10 NEW YORK CITY - NOVEMBER 7 PLEASE TYPE OR PRINT Name (s) and Title (s)

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<hr/>		Name of Organization
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<hr/>		different)* _____ Address
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FEE ____ \$150 First Registrant from Institute Member Organization ____ \$100 Each		
Additional Registrant from Same Member Organization ____ \$175 Each Non-Member		
Registration \$ ____ TOTAL FEES (Check made out to Investment Company Institute)		
INDICATE CITY: Boston ____ or New York ____ RETURN TO: Ms. Lynette Mitchell Investment		
Company Institute 1600 M Street, NW, Suite 600 Washington, DC 20036 * If registrant is not		
employed by an ICI member firm, please provide a letter from an ICI member stating the		
relationship of the registrant to the member organization.		

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