

MEMO# 2364

December 4, 1990

MINUTES OF LAST MEETING; PLANS FOR UPCOMING MEETING

December 4, 1990 TO: DIRECT MARKETING COMMITTEE NO. 29-90 RE: MINUTES OF LAST MEETING; PLANS FOR UPCOMING MEETING

Here are the minutes of the last meeting of the Direct Marketing Committee, which was held in Washington, DC on September 19. Also enclosed is an agenda for the committee's next meeting, which will be held at 2:00 on January 16, 1991 in Miami Beach, Florida. You should have already received information on the location of this meeting, as well as the meetings of the other marketing and communications committees that will be held at the same location around the same time. In reviewing the minutes of the last meeting, you'll recall that the committee expressed interest in the formation of ad hoc subcommittees. These subcommittees would consist of small groups of Direct Marketing Committee members interested in discussing specific topics in more detail than is practical in Direct Marketing Committee meetings. Each group would provide a report on their discussion and any action plans to the entire Direct Marketing Committee as a whole. After discussing appropriate topics with a number of committee members, we have identified four areas that seem to be of interest. They are:

- 1) Telemarketing This subcommittee would compare notes on the hiring, motivating, training and career pathing of fund telephone representatives, as well as the role of proactive (outbound) and reactive (inbound) telemarketing in the marketing plans of direct-marketed fund groups.
- 2) Relationship Marketing Cross-marketing, database marketing, and using shareholder service as a positioning and differentiation tool are possible topics of conversation for this discussion group.
- 3) Retirement Plan Marketing This subcommittee could discuss the various ways fund groups are direct marketing 401(k), 403(b), and Keogh plans, as well as SEPs and IRAs. It would also look into ways the Institute could support retirement plan marketing efforts through the development of generic informational materials.
- 4) Fulfillment Issues Fulfillment represents a necessary and large expense for many direct-marketed fund groups. This subcommittee's discussion would focus on ways of containing or reducing these costs, as well as fulfillment kit design, production, packaging, and mailing. We are planning to hold the initial meetings of these ad hoc subcommittees during a working luncheon on January 16 at the Doral Ocean Beach Resort in Miami Beach (just prior to the Direct Marketing Committee meeting, which will be held at 2:00 p.m.). At these meetings, the interest level of each group will help to determine whether they will meet again and, if so, how often. Also, at least for the first meetings of these groups, the four subcommittees will meet simultaneously, though in the same room or in close proximity. If you would like to participate in any of these ad hoc groups, please indicate the subcommittee of your choice and return the attached response form to Stephanie Brown at your earliest convenience. Once we determine how many members are interested in attending subcommittee meetings, we will provide you with further information on the

working luncheon. Only those Direct Marketing Committee members indicating interest in serving on a subcommittee will receive more information on the meetings. Participation in these initial subcommittee meetings will be limited to members of the Direct Marketing Committee. In the event that a committee member is not able to attend the meetings, a substitute may attend a subcommittee meeting and the regular committee meeting in the committee member's place. As always, please feel free to call me at 215/648-6072 or Stephanie Brown at 202/955-3536 if you have any questions, comments, or ideas. We hope to see you in Florida. Best regards, William F. Hostler Chairman Attachments

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