

MEMO# 2936

August 6, 1991

1991 SHAREHOLDER COMMUNICATIONS SEMINARS

August 6, 1991 TO: DIRECT MARKETING COMMITTEE NO. 26-91 MARKETING COMMITTEE NO. 32-91 PUBLIC INFORMATION COMMITTEE NO. 26-91 RESEARCH COMMITTEE NO. 20-91 SALES FORCE MARKETING COMMITTEE NO. 26-91 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 22-91 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 13-91 RE: 1991 Shareholder Communications Seminars

Plan now to attend one of the Institute's regional one-day seminars on Shareholder Communications to be held in New York on October 23, and in Boston on November 13. The seminars will focus on topics of current interest to those who communicate with mutual fund shareholders via print, video, and in face-to-face settings. Most of the speakers will be drawn from member fund organizations. The seminars offer experienced fund professionals a chance to compare notes with others in the field, as well as provide newcomers to the mutual fund industry, or those new to shareholder communications, with insight on a range of topics. A full lunch is included, and sessions will begin at 9:30 am and end by 4:00 pm. Registration for these seminars is limited to employees of ICI member fund organizations and their advertising, design, and public relations agencies. Get set for fall by registering early! Dates and Locations New York Wednesday, October 23, 1991 New York Marriott Eastside 525 Lexington Avenue New York, NY 10017 212/755-4000 Boston Wednesday, November 13, 1991 The Colonnade Hotel 120 Huntington Avenue Boston, MA 02116 617/424-7000 Topics to be Covered The following is a preliminary list of topics to be covered. o Saving on printing costs o Special communications for key accounts o Implementing consolidated statements o One fund complex's range of shareholder communications o Desktop publishing o Shareholder basis information reporting o Storefront centers How to Register Complete the attached form and return it, along with a check for \$175 for the first registration (and \$100 per additional registration from the same company) to: Investment Company Institute 1600 M Street, NW, Suite 600 Washington, DC 20036 Attn: Geoffrey Burke When making hotel reservations, please indicate that you are with the Investment Company Institute group. More Information For more information on the program, please call me at 202/955- 3533. For additional information on how to register for the seminars, call Geoffrey Burke at 202/955-3508. Laurie Strollo Senior Writer