

**MEMO# 3940**

July 21, 1992

## 1992 PUBLIC RELATIONS SEMINARS

July 21, 1992 TO: MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 7-92 PUBLIC INFORMATION COMMITTEE NO. 27-92 DIRECT MARKETING COMMITTEE NO. 25-92 MARKETING POLICY COMMITTEE NO. 27-92 SALES FORCE MARKETING COMMITTEE NO. 25-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 20-92 SMALL FUNDS COMMITTEE NO. 8-92 RESEARCH COMMITTEE NO. 11-92 RE: 1992 PUBLIC RELATIONS SEMINARS

\_\_\_\_\_ This year the Institute is conducting one-day seminars on Public Relations in three cities: \* Chicago -- Sep. 10 \* New York -- Oct. 14 \* Boston -- Nov. 12 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 from publications such as Money magazine, 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 \* 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 -- September 10 Chicago O'Hare Marriott 8535 West Higgins Road Chicago, IL 60631 312/693-4444 Special Rate: \$129.00 single/double (call before Aug. 24) New York - October 14 New York Marriott Eastside 525 Lexington Avenue New York, NY 10017 212/755-4000 Special rate: \$165.00 single/\$175.00 double (Call before Sep. 22) Boston - November 12 Sheraton Boston Hotel & Towers 39 Dalton Street Boston, MA 02199 617/236-2000 Special rate: \$150.00 single/double (Call before Oct. 21) 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 \$175 for the first registration and \$100 per additional registration for the same fund group (non-members should submit a check for \$250 for each registration) to: Conference Registration Investment Company Institute 1600 M Street NW, Suite 600 Washington, DC 20036 ADDITIONAL INFORMATION For more registration information, please contact Conference Registration at 202/955-3508. For additional information on the content of the program, contact Erick Kanter at 202/955-3530.

---

Copyright © by the Investment Company Institute. All rights reserved. Information may be abridged and therefore incomplete. Communications from the Institute do not constitute, and should not be considered a substitute for, legal advice.