

MEMO# 1287

August 1, 1989

CALIFORNIA RESEARCH SEMINAR - CHANNELS OF DISTRIBUTION

August 1, 1989 TO: PUBLIC INFORMATION COMMITTEE NO. 21-89 RESEARCH COMMITTEE NO. 20-89 MARKETING COMMITTEE NO. 20-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 18-89 MEMBERS - ONE PER COMPLEX NO. 24-89 DIRECT MARKETING COMMITTEE NO. 23-89 SALES FORCE MARKETING COMMITTEE NO. 24-89 RE: CALIFORNIA RESEARCH SEMINAR - CHANNELS OF DISTRIBUTION

Institute members are invited to participate in the last of a series of regional marketing research seminars on the topic of Channels of Distribution. The basic purpose of the seminar is to acquaint members with the main findings of the Institute's research project on channels of distribution for mutual funds and to demonstrate ways in which member firms can utilize the material in developing their own distribution strategies. The Institute has recently completed this extensive research project which identified the attitudes, characteristics and other variables that link mutual fund owners to specific distribution channels. The study is particularly timely since, in recent years, mutual fund firms have sought to compete more effectively in the financial services marketplace by offering consumers an increasing number of ways to buy funds and a wider range of sales charges and services from which to choose. Discussion of some of the main findings from this research will provide practical information on distribution channels which will help funds assess their present mode of selling mutual funds. The presentation will begin promptly at 10:30 am. At a specific point the meeting will be opened to questions and general discussion of the research. A lunch will be provided for all attendees which will allow for additional informal discussion of the issues. There will also be a demonstration of software that has been designed to allow members access to the large database from this research. We anticipate concluding the seminar no later than 2:00 pm.

DATE AND LOCATION September 13, 1989 Hyatt Embarcadero Hotel, San Francisco WHO SHOULD ATTEND ICI Members Only: Note: Previous seminars have been attended by many staff members from a variety of fund company departments who may not have heard about the detailed research findings but for whom the topic of distribution is meaningful.

- o Those responsible for all areas of research
- o Those involved with sales and promotion
- o Statisticians and Analysts
- o Economists
- o Those responsible for communicating with the press, the public and shareholders
- o Those involved with product development
- o Those involved with developing marketing campaigns and tactics

HOW TO REGISTER o Use the attached form Note: Attendees will be responsible for making their own hotel reservations. Blocks of rooms have been set aside at the hotel should this be needed. See the attached registration form for hotel address and telephone number. FOR MORE INFORMATION For registration information contact Claire Gurnee in the Institute's Administration Department; direct other questions to Sandy West, Director of Marketing Research. Jacob S. Dreyer Vice President & Chief Economist

1 9 8 9 R E S E A R C H S E M I N A R DISTRIBUTION CHANNELS

FOR MUTUAL FUNDS April 18 Omni Parker House, Boston April 19 Marriott Marquis, New York May 3 Hotel Nikko, Chicago *September 13 Embarcadero Hotel, San Francisco 10:00 - 10:30 am Registration and coffee 10:30 am Presentation of the main findings from the Channels of Distribution Research o Sandy West, Director, Marketing Research 11:45 am Discussion Period 12:30 - 1:30 pm Lunch served to Participants 1:30 - 2:00 pm Demonstration of NAllyzer Software containing the Distribution Research Database o Joel Gottfried National Analysts, Booz.Allen & Hamilton WHO SHOULD ATTEND? ICI MEMBERS ONLY: Users of research, marketers, product developers, sales managers, economists, communicators, analysts, researchers - All of the above including those new to the industry. COST: A charge of \$40 per person (\$30 for each additional person from the same organization) will be made to cover the direct costs of the seminar. HOW TO REGISTER: Complete the attached form. List the name of EACH PERSON who will attend. Send your check to Claire Gurnee, ICI, 1600 M Street NW, Washington DC 20036.

_____. _____ REGISTER TODAY - WE NEED TO HEAR FROM YOU BY AUGUST 31, 1989. _____ . _____
REGISTRATION FORM INVESTMENT COMPANY INSTITUTE MARKET RESEARCH SEMINAR SAN FRANCISCO Hyatt Embarcadero Hotel September 13, 1989 5 Embarcadero San Francisco CA 94111 [415] 788-1234 PLEASE TYPE OR PRINT Name(s) and Title(s) Name of Organization Address City, State, Zip Telephone Registration Fee \$40 First Registrant from Institute Member Organization \$30 Each Additional Registrant from Same Organization Total Fees \$ (Check enclosed payable to the Investment Company Institute) Return to: INVESTMENT COMPANY INSTITUTE 1600 M STREET, NW WASHINGTON DC 20036 ATTEN: CLAIRE GURNEE

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