

MEMO# 4020

August 14, 1992

"BASICS OF PUBLIC RELATIONS SEMINARS"--SECOND NOTICE

August 14, 1992 TO: MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 8-92 PUBLIC INFORMATION COMMITTEE NO. 33-92 DIRECT MARKETING COMMITTEE NO. 31-92 MARKETING POLICY COMMITTEE NO. 33-92 SALES FORCE MARKETING COMMITTEE NO. 32-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 25-92 SMALL FUNDS COMMITTEE NO. 11-92 RESEARCH COMMITTEE NO. 15-92 RE: "BASICS OF PUBLIC RELATIONS SEMINARS"--SECOND NOTICE

This year the Institute is conducting one-day seminars on the "Basics of Public Relations" in three cities: * Chicago -- September 10 * New York -- October 14 * Boston -- November 12 The preliminary agenda for Chicago is attached. The others will be similar. 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.

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