

**MEMO# 4153**

October 6, 1992

## **"BASICS OF PUBLIC RELATIONS" SEMINARS**

October 6, 1992 TO: DIRECT MARKETING COMMITTEE NO. 39-92 MARKETING POLICY COMMITTEE NO. 37-92 PUBLIC INFORMATION COMMITTEE NO. 39-92 RESEARCH COMMITTEE NO. 20-92 SALES FORCE MARKETING COMMITTEE NO. 39-92 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 32-92 SMALL FUNDS COMMITTEE NO. 16-92 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 11-92 RE: "BASICS OF PUBLIC RELATIONS" SEMINARS \_\_\_\_\_

The agendas have been completed for the two remaining one-day seminars on the "Basics of Public Relations" on this year's calendar: \* New York -- October 14 \* Boston -- November 12 Both agendas are attached. These seminars are designed to provide participants with basic information on how to organize and run a successful public information/public relations program in the mutual fund industry. 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. Page Two October 6, 1992 "Basics of Public Relations" Seminars TIMES Registration will begin at 8:30 am with coffee and pastries served. Seminars will begin at 9:30 am and end at approximately 4:00 pm Lunch will be provided. LOCATIONS AND DATES New York - October 14 New York Marriott Eastside 525 Lexington Avenue New York, NY 10017 212/755-4000 Rate: \$185.00 single/double Boston - November 12 Sheraton Boston Hotel & Towers 39 Dalton Street Boston, MA 02199 617/236-2000 Special rate: \$150.00 single/double (Call before October 21) Please make your own hotel reservation. 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.