

**MEMO# 2264**

October 16, 1990

## **FINAL 1990 PUBLIC RELATIONS SEMINAR**

October 16, 1990 TO: MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 11-90 PUBLIC INFORMATION COMMITTEE NO. 37-90 DIRECT MARKETING COMMITTEE NO. 26-90 SALES FORCE MARKETING COMMITTEE NO. 27-90 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 26-90 SMALL FUNDS COMMITTEE NO. 15-90 RE: FINAL 1990 PUBLIC RELATIONS SEMINAR \_\_\_\_\_ There is still time to register for our final 1990 public relations seminar. It will be held at Loews Summit Hotel in New York City on November 7. TOPICS TO BE COVERED The seminar is 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 will present this information, providing insights into the operation of some of the most successful public relations programs in the industry. There will also be a presentation on how to start a PR program. A panel of financial journalists from the Wall Street Journal, Money Magazine, and CNN 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. Other topics will include media training for executives and video news releases for TV. WHO SHOULD ATTEND o Anyone responsible for developing publicity for a mutual fund; o Anyone in a position to respond to the news media; o Anyone with management responsibility for, or liaison with, marketing/advertising/public relations; o 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 The seminar will begin at 9:30 a.m., and end at approximately 4:15 p.m. Lunch will be provided. LOCATION New York - November 7 Loews Summit Hotel Lexington Avenue at East 51st Street New York, NY 10022 212/752-7000 Special rate: \$139.00 (based on availability) 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 \$150 for the first registration, and \$100 per additional registration for the same fund group (non- members should submit a check for \$175 for each registration) to: Ms. Lauren Graham Investment Company Institute 1600 M Street, NW Suite 600 Washington, DC 20036 ADDITIONAL INFORMATION For more registration or logistical information, contact Lauren Graham at 202/955-3576. For additional information on the content of the program, please contact Erick Kanter at 202/955-3530. Please make your own hotel reservations.

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