

**MEMO# 2584**

March 11, 1991

## **MARKETING COMMITTEE AGENDA**

March 11, 1991 TO: MARKETING COMMITTEE NO. 9-91 RE: MARKETING COMMITTEE AGENDA

The agenda for our meeting on March 19 at the Institute has been revised as follows: 1. Review of the budget and personnel resources allocated to marketing-related activities - Pogue (See attachment 1) 2. Review of Shareholder Communications Committee, Public Information Committee and Direct Marketing Committee activities - Fossel a) Reports by Chairmen on current activities and issues b) Guidelines for oversight relationships with each committee (See attachment 2) 3. Initial review of paper on the utility, methodology and cost of a permanent shareholder panel - Dreyer (See attachment 3) 4. Early release of monthly statistical data - Dreyer (See attachment 4) 5. Report on current media relations activities and themes; marketing support; publishing activities - Kanter 6. Suggestions from Marketing Committee members for research projects to be conveyed to Research Committee - Fossel At this meeting we have limited the review of activities of other committees for which this committee has oversight responsibility to those of the Shareholder Communications, Direct Marketing, and Public Information Committees. A review of the Industry Statistics, Sales Force Marketing and Shareholder Communications Committees is tentatively scheduled for our June meeting. The meeting on March 19 will start at 10:00 am in the Institute's Conference Room. Lunch will be served. The meeting is expected to conclude by 4:00 pm. If you have not already advised the Institute of your plans to attend the meeting, please call Ms. Sheilah Henderson at (202) 955-3504. Jon S. Fossel Chairman Attachments

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