

MEMO# 3100

September 20, 1991

1991 SHAREHOLDER COMMUNICATIONS SEMINARS - SECOND NOTICE

September 20, 1991 TO: DIRECT MARKETING COMMITTEE NO. 32-91 MARKETING COMMITTEE NO. 37-91 PUBLIC INFORMATION COMMITTEE NO. 31-91 SALES FORCE MARKETING COMMITTEE NO. 32-91 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 28-91 MEMBERS INTERESTED IN PUBLIC INFORMATION NO. 15-91 RESEARCH COMMITTEE NO. 22-91 RE: 1991 Shareholder Communications Seminars - Second Notice

There is still time to register for the Institute's 1991 Shareholder Communications Seminars, which will be held in New York on October 23 and Boston on November 13. These seminars will focus on topics of interest to those who communicate with mutual fund shareholders via print and other media, and in face-to-face settings. Speakers are drawn primarily from ICI member organizations. The emphasis in presentations will be on providing useful ideas that you can take back and apply to your own organizations. A preliminary agenda for the New York seminar is attached. The Boston agenda will be substantially similar. Registration for these seminars is limited to employees of ICI member fund organizations and their advertising, design, and public relations agencies. Dates and Locations New York Wednesday, October 23, 1991 New York Marriott Eastside 525 Lexington Avenue New York, NY 10017 212/755-4000 Boston Wednesday, November 13, 1991 The Colonnade Hotel 120 Huntington Avenue Boston, MA 02116 617/424-7000 How to Register Complete the attached form and return it, along with a check for \$175 for the first registration (and \$100 per additional registration from the same company) to: Investment Company Institute 1600 M Street, NW, Suite 600 Washington, DC 20036 Attn: Geoffrey Burke When making hotel reservations, please indicate that you are with the Investment Company Institute group. More Information For more information on the program, please call me at 202/955- 3533. For additional information on how to register for the seminars, call Geoffrey Burke at 202/955-3508. Laurie Strollo Senior Writer Public Information & Marketing