

MEMO# 2046

July 26, 1990

RESEARCH SEMINARS: THE MUTUAL FUND MARKETPLACE

July 26, 1990 TO: BOARD OF GOVERNORS NO. 52-90 MEMBERS - ONE PER COMPLEX NO. 26-90 DIRECT MARKETING COMMITTEE NO. 17-90 MARKETING COMMITTEE NO. 15-90 OPERATIONS COMMITTEE NO. 15-90 PUBLIC INFORMATION COMMITTEE NO. 23-90 RESEARCH COMMITTEE NO. 16-90 SALES FORCE MARKETING COMMITTEE NO. 17-90 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 16-90 SMALL FUNDS COMMITTEE NO. 10-90 BROKER/DEALER ADVISORY COMMITTEE NO. 23-90 RE: RESEARCH SEMINARS: THE MUTUAL FUND MARKETPLACE

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@@@@@@@@@@@@@@@@@@@@@@@@@@@@@@@@ Institute members are invited to participate in a regional one- day seminar being offered during September and October by the ICI's Research Department in four major cities. The basic purpose of the seminars is to acquaint members with the main findings of the Institute's research on a variety of timely subjects and to demonstrate ways in which member firms can utilize the material in developing their own business strategies. Topics to be covered include the following: * overview of the current market environment for funds * the economic growth of the fund market in the 1990's * the size of the retirement rollover market and opportunities for mutual funds * overview of three European markets for funds * who buys mutual funds through banks * highlights of the industry's electronic data facility and benefits to members who use the FUNDS system * the Baby Boomer market and opportunities for mutual funds. The one-day seminars will begin promptly at 9:00 am. At specific points the meeting will be open to questions and general discussion of the research. A lunch will be provided for all attendees which will allow for additional informal discussion of the issues. We anticipate concluding the seminar no later than 3:00 pm. We encourage you to attend and to let your staff know of the seminars. For questions about the program call Sandy West, Director, Marketing Research at (202) 955-3509. Jacob S. Dreyer Vice President and Chief Economist WHO SHOULD ATTEND ICI Members and ICI Associate Members Only: o Managers, senior and junior, concerned with the environment for mutual fund sales o Those responsible for all areas of research o Statisticians and Analysts o Economists and Planners o Those responsible for communicating with the press, the public and shareholders o Those involved with product development o Those involved with developing marketing campaigns and tactics DATES AND LOCATIONS September 12 October 10 BOSTON CHICAGO Omni Parker House Hotel Chicago Marriott Downtown 60 School Street 540 N. Michigan Avenue Boston, MA 02107 Chicago, IL 60611 617/227-8600 312/836-0100 September 13 October 16 NEW YORK SAN FRANCISCO New York Hilton & Towers The Fairmont Hotel 1335 Avenue of the Americas Atop Nob Hill New York, NY 10036 San Francisco, CA 94106 212/586-7000 415/772/5000 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 from the same fund group to: Lynette Mitchell Investment Company Institute
1600 M Street, NW Suite 600 Washington, DC 20036 Please make your own hotel
reservations. Special room rates have been arranged at each hotel. When making your
room reservation, mention that you are attending the Investment Company Institute
seminar to obtain this special room rate. Additional Information For more registration or
logistical information, contact Lynette Mitchell 202/955-3508. For additional information on
the program, please contact Sandy West at 202/955-3509.

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