



INTERNATIONAL ACTUARIAL ASSOCIATION

**Branding & Communications Subcommittee
Wednesday, October 4, 2017 – 12:30-13:45
Westin River North — Chicago, USA
Room: Promenade A**

Agenda

[Link to all attachments](#)

1. Welcome (Chairman)
2. [Minutes of Previous Meeting](#) Approval
3. Verbal report of Public Policy Task Force (Bob Beuerlein 15 mins) Discussion
4. Branding Project (Peter Doyle - 30 minutes) Discussion
 - a) [IAA Brand Visuals](#)
 - b) [Brand Visuals of Supras](#)
 - c) Brand Development
 - d) Development of Sections Task Force
 - e) Next steps
5. [Draft 2018 Workplan](#) (Bob Beuerlein/Christian Levac - 5 mins) Discussion
6. [Update on Communication Activities](#) (Christian Levac - 10 mins) Information
7. Next Meeting and Close

To note documents for approval at Council:

- [Cover Memo](#)
- [Publications Policy](#)
- [Guidelines for Publications of Committees, Sections and Working Groups](#)