**IAA Branding Task Force**

**Background Information on DAV Press Workshops**

During its Annual Meeting which takes place end of April (in uneven years in Berlin, in even years somewhere else in Germany) for three days DAV organizes a press workshop on actuarial topics.

Idea:

To provide deeper insights for journalists and to further the understanding of basic actuarial concepts, models and methods.

The idea is not to discuss topics of current interest with media representatives but to invite journalists specializing on finance and insurance to learn more about actuarial work: what do actuaries do, why and how. The workshop topic chosen reflects fundamental concepts and usually does not lead to news articles but hopefully to a deeper understanding.

Keywords: Transparency, Openness, Learning, Mutual Understanding

Organization:

About four weeks before the General Assembly the press is invited to attend the second day of the Annual Meeting.

The DAV General Assembly which takes place in the morning of this day is divided in two parts: a public and an internal part for members only. During the public part a topic of current interest is addressed, e.g. in plenary talks or in panel discussions.

After lunch, first a press conference on the topic chosen for the public part takes place. Afterwards, interested journalists stay for the press workshop - usually between five and ten attendees. DAV is represented by usually three or four Board members.

The workshop starts with an introductory presentation and then there is room for questions and discussion where DAV Board members try to explain in detail the legal framework in which actuaries operate, how they approach their tasks, which methods and models they use and where actuarial judgment is key – of course at a level non-actuaries are able to follow.

Topics so far:

* 2007: Mortality tables
* 2008: Profit participation
* 2009: Guarantees in life insurance
* 2010: Private health care
* 2011: Guaranteed interest rates
* 2012: Unisex-Tariffing
* 2013: Balance provided by the community of policyholders

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