



INTERNATIONAL ACTUARIAL ASSOCIATION

Branding & Communications Subcommittee
Wednesday, April 19, 2017 – 07:30-08:30
Marriot Hotel – Budapest Hungary
Room: ISTVÁN

Minutes

Present:

Peter Doyle, Chairperson
Bob Beuerlein, Vice-Chairperson
Malcolm Campbell, ex officio
Jane Curtis
Jason Malone
Birgit Kaiser
José Mendinhos
Tom Terry, ex officio
Masaaki Yoshimura, ex officio

Observers:

Danielle Alyagon, Israel
Thomas Béhar, France
Christelle Dieudonné, France
Jenny Lyon, Australia
Craig Hanna, AAA
Tim Werkhoven, UK

Staff:

Christian Levac
Mathieu Langelier

Regrets:

Ad Kok

1. Minutes

The minutes of the previous meeting were approved.

2. Public Policy (PP)

A [discussion paper](#) was circulated with the agenda, which would also be discussed later in the day at the Executive Committee. Peter introduced the topic by stating that we currently did not have a policy and asked for input from members. The following points were raised:

- Public Policy: do the words or the concept even translate into other languages/cultures? Get the terminology right at the outset.
- Create a list of existing things that the IAA do or have done that could constitute PP activities.
- We need to alert ourselves to more disciplined thinking when we are dealing with a PP matter; and what does that discipline constitute? More objectivity and sensitivity, etc.
- Point of departure must include:
 - who are our stakeholders?
 - what are our domains of expertise?
 - what is our PP objective?
- Part of the issue is what is our governance process around PP issues?
- Can we develop cross-discipline processes?
- How do we bring in and dialogue with the FMAs on an issue?
- What are the PP issues we engage with? Pick our battles!
- Why are we even doing this? Is it in our vision/mission/strategic plan?
- How do FMAs use IAA statements and material for their PP purposes?

Secretarial Note: The discussion paper was later discussed Executive Committee meeting, where two decisions were made.

- To have public policy debated at a discussion forum at the Chicago meetings; and
- To establish a task force of the BCS to take this work forward to Chicago and that a task force has since been established under Bob Beuerlein's leadership.

3. Use of the IAA Name at Industry Events

Peter provided some context with regards to this topic by stating that the IAA had been asked to endorse a commercial industry conference. Comments provided by members indicated that there was value from these organizers from having the IAA endorse such events and we needed to be careful on providing access to our logo by ensuring that such events are of high quality, not by providing one speaker, but by helping prepare the agenda.

The Secretariat will review the existing Policy on the Use of the IAA Logo to ensure conformance with the issues raised.

4. Revisions to Documents

Peter reported that revisions to our publications policy and guidelines for committee papers were needed because the current wording seemed to imply that educational documents prepared by committees and

working groups could be considered IANs, we currently had a separate due process for approved such documents. Revised documents were included on the agenda, however BCS will wait until the Professionalism Committee has revised its definition before proceeding to approval of these policy documents. Peter also indicated that working groups were increasingly prepare such educational documents but they were not included in the current guidelines.

The following points were also raised:

- Although the papers contained a disclaimer which states that it is a committee paper, but it is not an IAA position. Does this matter to the outside world?
- Committee members are represented by FMAs, which is not the case for working groups. Do we need a more formal process for approval of WG papers?
- As some papers being produced by constitute public policy, there is a link with the earlier discussion.
- We should establish some metrics and feedback mechanisms on papers that are released to determine the value produced. Secretariat should prepare a listing of all such papers.

5. Branding Project

Peter noted that the branding toolkit has been rolled out and we are proceeding with the next phase with Ninepoint to review branding guidelines (use of logo, position, etc.). It was suggested that the consultant should not focus too much on designing a new logo. Christelle reported that France will be translating the toolkit document and making it available in French on the IAA website for other French-speaking countries to utilize.

6. Update on Communications

Christian had prepared a [report on communication activity](#) since his previous report in Cape Town. The report provides access statistics for various documents issued by the IAA and it was noted that communication activities were increasing.

7. Workplan

It was noted that are currently on track with our 2017 workplan.

8. Next Meeting and Close

There being no further business, the meeting closed at 8:45.