



INTERNATIONAL ACTUARIAL ASSOCIATION

Branding & Communications Subcommittee Wednesday, May 25, 2016 – 08:00-09:00 Corinthia Hotel — St. Petersburg, Russia

Minutes

Present:

Peter Doyle, Chairperson
Joe Nichols, Vice-Chairperson
Bob Beuerlein
Malcolm Campbell, ex officio
Birgit Kaiser (*via conference call*)
José Mendinhos
Tom Terry, ex officio
Fred Rowley, ex officio

Observers:

Jill Hoffman
Thomas Béhar

Staff:

Christian Levac
Nicole Séguin

Regrets:

Ad Kok
Rodrigo Silva

1. Branding

Peter provided a status update on the of feedback received to our call for comments on the brand messaging, which was prepared by our branding consultants Ninepoint. Feedback had been received prior to St. Petersburg from approximately a dozen FMAs prior to the meetings and we are expecting additional feedback at the Leaders Forum, Presidents Forum and Council. Several associations commended the IAA on this initiative and wording suggestions were also offered. An external consultation (supranationals, regulators, etc.) will take place after the brand messaging has been refined. The brand messaging will be complemented with a brand policy and a brand standard (although the use of the word “standard” was not felt to be appropriate).

2. 2016 FMA Engagement

Peter provide a brief history of previous FMA engagements. Members present provided feedback, both from an interviewer and interviewee perspective, from last year's engagement and offered some suggestions on themes for this year's process.

The comments and suggested improvements are summarized as follows:

- A useful and positive mechanism for FMA engagement. An outreach effort that has enormous value for both the IAA and FMAs.
- Provides valuable information for discussion at EC throughout the year.
- For most small associations, it is difficult for them to contribute meaningfully to the IAA. They were delighted to have been asked to provide feedback.
- Some questions may not apply or be relevant to some associations. Instead of asking specific questions to small FMAs, perhaps be prepared to answer questions and provide more information about the IAA.
- Start off by thanking them for their involvement in the FMA and the IAA.
- Let them voice general comments in a free-form discussion, followed up by questions.

The following themes/topics were suggested for the 2016 Quick Wins:

- As the education syllabus governance discussions are ongoing, consulting again on the topic with a different question. Do you have any further thoughts?
- Strategic Plan will be reviewed in 2017. Do you have any comments on the current one?
- For small associations, preface the question by demonstrating how a small member association has been able to provide professionalism to actuaries in their country/region by becoming involved in the IAA and have benefited from the value. One example given was the value of model ISAPs in the Caribbean. Suggest that the association could provide support for regional A&A subcommittee to help with the development of the profession in the region, if it does not have the capability of participating on technical committees.
- How can IAA Sections help FMAs? Bob Conger may be able to frame a question
- What are the needs of FMAs from the new General Insurance Committee? From Bob Beuerlein, again Bob Conger to help with question.

Secretarial Note: Following the meeting, it was decided to host a strategy day in Cape Town, therefore it was agreed to focus the 2016 Quick Wins questions on obtaining feedback from FMAs on the IAA's Strategic Plan.

3. **Press Releases and Media Relations** ([Memo](#))

The memo was noted but not discussed at the meeting. This item will be rescheduled for a future BCS meeting.

4. **Update on Communications**

Christian had prepared a [report on communication activity](#) since the beginning of the year. The report provides statistics on website hits on the Annual Report (still low as it was only released a few weeks

prior), Newsletters, News Releases and the presidential video. The report also provided metrics on social media sharing and followers.

He noted that it was difficult to determine sharing of IAA materials outside of social media channels when the secretariat was not directly notified. He will begin to make contact with communication directors at some of the medium to large FMAs.

Responding to a question from Malcolm about whether we should post more items via our social media channels, Christian reported that he had recently began obtaining photos of officers or other IAA representatives during representation activities to broadcast these via our social media channels. These photos will also be used in Newsletters and the Annual Report. Notifications of IAA events such as regional development meetings and section colloquia (e.g. call for papers, registration) are now also being posted via social media.

Jill Hoffman (Singapore) noted that the SAS makes use of LinkedIn as it is more widely known as a business networking site. She indicated that she would ask the SAS office to re-broadcast IAA materials via this network and a recently setup Facebook page. Jill also suggested that the IAA should identify a twitter hashtag for each meeting which would enable individuals attending IAA meetings to connect and share relevant news. Birgit reported that the DAV has decided not to use Facebook because it was felt to be more private and personal information; the DAV is using Twitter and another German business site. Nicole reported that the Secretariat launched an app for the St. Petersburg meeting and will be gathering feedback on its usage. It was felt important to connect social media also through the IAA app.

5. Workplan

The current [workplan](#) was discussed. The Publications Policy was completed and is on the Council agenda for approval. We are currently in development with our brand strategy and the next step will be to broadcast our brand. The FMA Engagement was discussed earlier in the meeting and is an yearly process set to begin in August. Publications and communications are ongoing projects with new features to be delivered as the year progresses. Peter remarked that each of the workplan tasks had now been assigned to separate task forces. It was noted that the workplan was ambitious but achievable with current resources.

6. Revised Publications Policy – for approval at Council

The revised publication policy was noted.

7. Next Meeting and Close

There being no further business, the meeting closed at 9:05.