

# Marketing of Mortality Working Group Update

**Ksenia Novikova**  
**Member of Mortality Working Group**

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# Content



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# MWG Marketing Role Profile Overview

"The main objective of MWG Marketing role is to assist the MWG to increase awareness of MWG activities and results, and to assist the MWG to understand from our users and potential users what they would like from us."

The MWG seeks to improve its effectiveness by understanding from its users and potential users what their needs are, in the areas of mortality research and information. The MWG dedicated marketing team (Marketing Sub-Committee) will establish and support ways to communicate with users and potential users such as supranational bodies, international educational networks and organizers of research in mortality and related subjects. This may be done for example by email, through seminars, at MWG meetings or in meetings in the premises of users. On a regular basis, the Marketing Sub-committee will review progress on current MWG activities and how they serve the user base."

It is anticipated that the marketing activity will be conducted by all members of MWG. At the same time, for planning, coordination and performance management of marketing activities the MWG establishes a dedicated Marketing Sub-committee. The participation in the Marketing sub-committee is on voluntary basis. In case the financial or administrative resources are required, the Marketing sub-committee discusses the needs with Chairperson and/or Co-Vice-Chairpersons of the MWG and agrees on steps to get such resources.



# Actions after MWG meeting in Cape Town

- Hungarian translation of MWG Update was added (MWG Update is now available in 11 languages)
- Dissemination of information via email and websites on the outcome of the previous MWG meeting
  - Communication channels were extended to all IAA member associations and within IAA itself (to representatives of education committee and responsible persons for communication with supranational organizations)
- Survey on the MWG materials was carried out
- Seminar on the Current developments on Ageing and Mortality

# Survey results

- 5 responses received
- Due to new approach of optional provision of details about country of origin there is no information about country distribution
- Popular languages: English, Russian
- Topics of interest:
  - E-cigarette report
  - Mortality of ageing population
  - UK mortality and longevity
- “The description of the content of the three Cape Town guest speakers was most relevant, as it actually talked about results. Conversely, the summary of the country reports was useless. Take for example, the first one. There is no description of the results of the research. Is it only of interest to individuals trying to assess the mortality of a portfolio that includes Turkish lives? Or are there some other results (such as mortality improvement, comparison to similar countries, etc.) that would provoke/incent the reader of your summary to read further?”
- New requested areas of interest were: antibiotic resistance, international trends of causes of death, impact of lifestyle on mortality

## **General conclusion:**

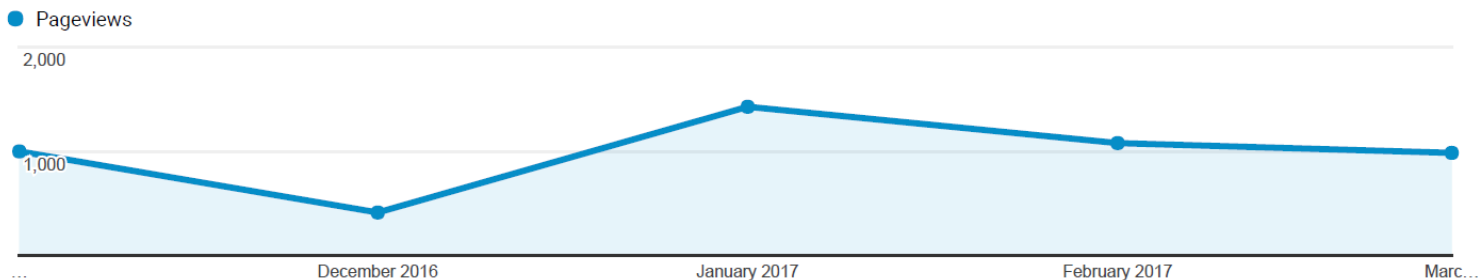
Again we received limited number of responses

It seems that we may use Survey as qualitative tool rather than the quantitative one



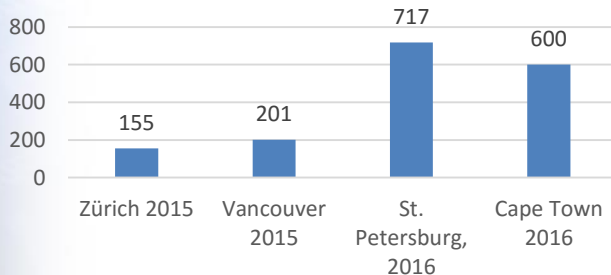
# MWG website visiting statistics

Stable interest in MWG website: about 1000 visits per month from November till March 2017

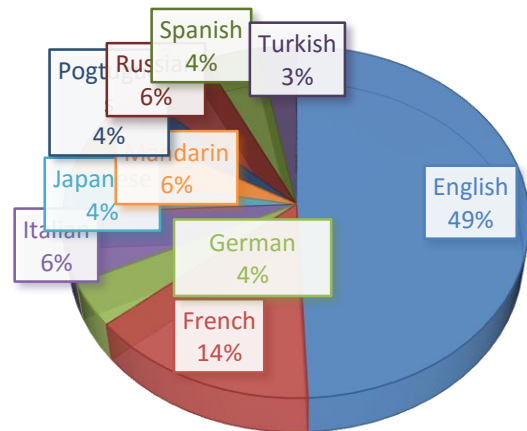


Interest to meetings documents slightly reduced but remains high

Meetings documents - number of hits



## HITS BY LANGUAGES



Source: IAA statistics



# Open issues and Next steps

- Further steps to promote MWG activities among Actuarial Educators
- Supranational organizations – shall we proceed with marketing?
- Marketing responsibilities of MWG members/IPs