

 Institut des Actuaires

A NEW COMMUNICATION STRATEGY
FOR A NEW CHALLENGE

Context

- The actuarial profession is going through a strong evolution : from quantitative insurance to risk management -> need to redefine our positioning
- Implementation of solvency II -> need to design/define a role for actuaries in France
- A low level of public awareness of the profession
- A demand for an increasing number of actuaries -> need to attract talents to the profession
- High demand for risk management in a post crisis environment



- Decision to review our communication strategy

Positioning and strategic objectives

- The profession of reference for risk management in Insurance, pension and financial services
- We must be recognised as such by :
 - Government organisations
 - Opinion leaders (Journalists, politicians)
 - Employers
 - Our members
- For our :
 - Excellence in ruling the profession (Education, qualification, CPD, Code of conduct)
 - Our capability to issue or contribute to relevant standards
 - Our scientific research
 - Our value contribution in regulation design and international organisation

Key concepts

Excellence

Long term

Responsibility

Authority

Wisdom

Public interest

Public Awareness



The actuary
manages risks in the
interest of the public

L'Institut des Actuaires
sets a framework that
provides quality
assurance for the
profession

Objectives for our new strategy

- Enhance our influence with French and European authorities
- Change perception of the profession from the industry and in particular our employers
- A low level of public awareness of the profession
- Implement quality communication towards our members that would help engaging more members in committees.



- A necessary and holistic tool to strengthen the profession

Benefits of having a new strategy

- Enhancing a virtuous circle :
 - Increasing recognition improve motivation and engagement of our members
 - High profile of the Institut des Actuaire can attract scientific talents to actuarial
 - Good recognition of academic work helps recognition of the profession and its values by our environment ...
 - That would ease pride and motivation to belong to the profession

OUR NEW BASE LINE

Eclairer les risques,
tracer l'avenir

- Calculer l'avenir



COMMUNICATION TOOLS

- 
- Institutional Brochure (new!)
 - Website (with a strong institutionnal face - New!)
 - Monthly Newsletter
 - Magazine (New!)
 - Media and Public Relations
 - Events organised by the Institut des Actuaire
 - Scientific Publication (EAJ, BFA, ...)

TIME FRAME



QUESTIONS ?

 Institut des Actuaires