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 positionning
- 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
Positionning 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 Actuaires 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 institutional face - New!)
- Monthly Newsletter
- Magazine (New!)
- Media and Public Relations
- Events organised by the Institut des Actuaires
- Scientific Publication (E AJ, BFA, ...)


**TIME FRAME**

- **July**
  - decision for a new strategy

- **Sep–Oct**
  - Agency selection

- **Nov–Jan**
  - Strategy design

- **March**
  - Visual and baseline

- **April**
  - launch magazine + Brochure + Newsletter

- **May**
  - Institutionnal website

- **June**
  - Press campaign on long term care + first magazine distribution
QUESTIONS ?