

Marketing of Academy Events and Products

THE MEMBERSHIP SERVICES DEPARTMENT helps develop marketing campaigns for meetings, events, and products.

Services Provided

- 1** Developing a marketing theme, messages, and artwork.
- 2** Designing and conducting coordinated print and electronic promotional campaigns.
- 3** Managing registration systems.
- 4** Meeting planning, such as booking event sites or contracting for other services (such as audio or web casts).
- 5** Preparing presentation materials (such as Power-Point presentations) to ensure that they comply with Academy policies.
- 6** On-site logistical support.

Marketing Principles

FEE STRUCTURE

To emphasize the benefits of Academy membership, all events or products will have a fee structure that provides a discount to Academy members.

COST-EFFECTIVE PROMOTIONAL CAMPAIGNS

Electronic outreach, such as blast e-mails tied to the Academy website, will be the primary promotional tool used. Articles and ads in *Actuarial Update*, the *Enrolled Actuaries Report*, and *Contingencies* magazine will be used to support electronic campaigns. The publication of separate promotional materials, such as fliers, brochures, postcards, etc., will be used in only the most exceptional of circumstances.

Contact: Joe Grimes, director of membership services, 202-785-6927.