

Minutes of the Regional Public Awareness Working Group Conference Call of Oct 26, 2005.

Attending: Dave, Caroline of FH, Bruce, Craig, Carey Jeff, Chris, Andrew, Tony, and Sue
From CFA Institute: Jim Spellman, Kathy Valentine, Jessica Galehouse, and Jim Cudahy

Opened call by discussing purpose was to determine a national public awareness strategy that we could work on as a region (nation) and employ /implement at the local society level.

Review of topics/strategy to consider to date:

- private wealth
- employer outreach
- university level/ candidates
- with considerations of focus group input and local level initiatives.

Chris – brought up that with scarce dollar resource really need to focus in on one strategy.
Recommended private wealth.

In the capital markets CFA is well known. Seems that 30 to 40% of members are involved in private wealth area. There is competitive pressure from CFPs in terms of the level of awareness. Financial advice and portfolio management have wide appeal.

Need to get both deeper and broader. Like the casual message and the gold standard “graduate finance education” concept.

Separate out CFA from the credential soup in the general wealth management advice market place.

David – FH- need to demonstrate the message. Can’t match the advertising firepower of the CFP/CA campaigns.

Need message to differentiate the DFA.

-experts in wealth creation stands out

- gold standard
- “I’m a CFA and I know what I am talking about”
- relevant to “mom” at a cocktail party
- consider investor education pieces
- seminars
- advertorials
- communicate and demonstrate
- strategy needs to be developed.
- Add to CFA Institute Tools that exist already – these things can be used on many levels.
- Advertorial language
- Ambassadors of the credential and the message
- Ethics a necessity
- Need briefing papers for the societies participating and training.
- Need a script that can address CA/ CFP comparison
- Need script that can address the mandatory pd /cont ed question.
- Caroline recommends investor education pieces.

Jim C – working on a global strategy to allow campaign build visibility of the charter to target qualified candidates , now about to field some research to prospective candidates, occur in digital format, go back to the lab, advertisements that appeals to the whole crowd, 3 things at once.

Creative – launch in 2006.

Still need to reach hnw investors. Have decided against tv and radio campaign at this time. Working with print as the only way. Proactive campaign. Onemonth/6 weeks advertising.

Currently private wealth spokespeople – ideas – need more

- Michelle Holland
- Monique Gravel

Peggy Eisman has now been hired in marketing role at CFA Institute. Will see more to come.
Chuck Tschampion is working on the employer outreach.
Will see more initiative across many of these areas from CFA Institute.

Beth – Do we want to do a national ad combining the message that we decide to focus on and the charter award recipient ad for the country?

Advertising as a part of the strategy – what is the cost. Need to determine and focus out message in order to do anything at the national level . 1st step to determine our message for both grass roots efforts, media relations, advocacy and ambassador efforts.

Jim Cudahy is working on message development globally.

Chris – happy to help with the negotiating with Toronto ad agency and messaging. The Gate can do this as well through NY.

Sue says yes – National Paper works best.

If we want to do it, advertising agency can do the layout. Need more than just a list of names for this ad. Appoint someone to accumulate the list of new charter holders and review ad. Deadline – ad to run in Mid January. Need the list of names and a consensus of the message by mid December.

Group liked the idea of “expertise in wealth management”

Deadline date for accumulating names is December 15.

Like the idea of running the ad in January as it coincides with rsp season and private wealth message is a good placement match for that. (David FH)

In conclusion – group decided to proceed with a national new charterholder ad.

Also – group will vet and review materials that Jim Spellman has put together. Will let region know our progress on the Nov 7 call. In the meantime will email one another with ideas around key messaging over next month. After which group will reconvene to discuss strategy and implementation, good to keep focus on more than just media – need to think about David’s message of demonstration. Will work with CFA Institute on message for the national charterholder ad and collect the names by December 15.

Will commence work on overall strategy for delivery at the regional meeting in Banff on January 20. Plan to do some more training around this strategy for ½ day as part of the regional meetings. Jim will help arrange.