



an **eye** on the future  
of retirement



# **Increasing RIIA's Visibility**

**September 17, 2007**

## Purpose of this Annual Meeting & Awards Dinner



- **Website**
- **Press Releases**
- **Articles**
- **News**

## Purpose of this Annual Meeting & Awards Dinner



- **Website**
  - **Expand the capacity of the website to express RIIA's value proposition and accomplishments**

## Purpose of this Annual Meeting & Awards Dinner



- **The new RIIA movie...**
  - **Launch...**

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- **Press Releases**
  - **Increase the number of press releases to a minimum of one per month**
  - **Continue to highlight the work of the Committees**
  - **Promote RIIA's continuing research reports**
  - **Continue to drive focus on the Methodologies Committee's Statement of Principles**

## Purpose of this Annual Meeting & Awards Dinner



- **Press Releases**
  - **We will follow-up this meeting with at least two additional releases addressing the Annual Meeting highlights and the various award winners**
  - **Ratchet-up the promotion and focus on RIIA's Managing Retirement Income conference**

## Purpose of this Annual Meeting & Awards Dinner



- **Articles**
  - **We have placed several articles authored by Francois designed to convey RIIA's value and mission**
  - **We are interested in additional authors that will write articles on behalf of RIIA**

## Purpose of this Annual Meeting & Awards Dinner



- **News**
  - **The Methodologies Committee's work received excellent coverage in multiple national media outlets**
  - **We want to cultivate attention of additional media outlets including WSJ, Business Week, etc.**

## **Purpose of this Annual Meeting & Awards Dinner**



- **Communications Committee**
  - **We would like additional individuals to volunteer for membership**
  - **Specific goals for one or more new members including fostering close working relationships with our member company PR departments**

## Purpose of this Annual Meeting & Awards Dinner



- **We welcome your suggestions and contributions!**