

The 5th Annual Managing Retirement Income Conference Offers Unique Communications Symposium for Financial Advisors

Boston, MA (December 08, 2008) Efficient, compelling communications are the key to greater success for retirement-focused financial advisors. To help financial advisors expand their reach and develop better client communications, the upcoming Managing Retirement Income (MRI) conference will offer a pre-conference Communications Symposium. Produced by the Institute for International Research with exclusive endorsement from the Retirement Income Industry Association (RIIA), the MRI will take place February 9 through February 12, 2009 at the Marriott Long Wharf in Boston, MA. **The Communications Symposium will be held on the first day of the MRI on February 9, 2009.**

Chaired by David Macchia, CEO of Wealth2k, Inc., a strategic marketing and new communications technology firm focused exclusively on the financial services industry, the Communications Symposium was specifically designed to provide financial advisors with cutting edge tools, strategies and products to more effectively deliver messages to clients and prospects.

“Today’s volatile financial environment has made it critical for financial advisors to communicate efficiently and effectively to their customers and prospects,” comments Macchia who is also a RIIA Board member. “This Communications Symposium will showcase the latest in web-based technology, communications strategies and marketing tools that are enabling financial advisors, broker-dealers and product manufacturers to better communicate their value to pre- and post-retirees.”

For complete information, go to www.iir-retirement.com to register and to download the full agenda. Discounts are available for early registration. RIIA members get a 15% discount and the opportunity for an additional 35% off when they renew their RIIA membership for 2009.

About the Retirement Income Industry Association (www.riia-usa.org)

RIIA’s mission as a national not-for-profit organization is to bring the retirement income industry together with a “View Across Silos” to develop the products, processes and advisory services Americans need to create a secure retirement. Because RIIA members span the entire industry – banks, insurers, mutual fund companies, brokerage houses, financial advisors and distributors, plan sponsors, researchers, technology, marketing, academics, and media – they create a forum for sharing the freshest outlooks, the most modern thinking, the latest research and the newest product development within the realm of retirement income. This unique view provides investors and advisors with unbiased perspectives on key retirement income issues.

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About the Institute for International Research

The 5th Annual Conference on Managing Retirement Income is produced by the Institute for International Research (www.iirusa.com). Founded in 1973, IIR produces Annual, Large Scale and Guru Events, featuring the most sought-after experts in Customer Service, Finance & Investment, Health Care, Management, Manufacturing, Marketing & New Product

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Development, Pharmaceuticals, and Telecommunications. With every IIR event, participants find access to winning ideas and proven strategies capable of taking business to new levels of success.

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