# AAE COMMUNICATION PANEL

# TERMS OF REFERENCE

Good communication is essential for AAE to achieve our vision of being recognized. Communication is a tool to achieve and maintain strong relationships both to internal and external stakeholders.

Furthermore, effective communication is important to achieve the AAE Strategic Objectives 1 (Enhance Relations with European Institutions) and 3 (Promote a European Community of Actuaries) and has been assigned to Pillar 2 (Communication and Stakeholder Management) of AAE´s Strategic Plan 2024 to 2026. The Terms of Reference of the Communication Panel have been adapted to reflect the experience since its foundation in 2019, including additional tasks as well as a revised focus compared to the first version from 2019.

The Communication Panel (CP) will support AAE´s vision and strategic objectives in relation to coordinate and improve communication via predefined channels, both to internal and external stakeholders.

## Organisation

The Communication Panel (CP) reports to the AAE Board of Directors.

Members of the CP as well as the chairperson are appointed by the AAE Board of Directors. The CP will consist of at least two AAE Board members to support a high priority to the work and a close link to the work in the Board. At least one representative of the AAE Secretariat shall be a member of CP.

## Purpose

The purpose of the CP is to address all issues and provide solutions with respect to AAE communications with its stakeholders, publications (subject to limitations outlined in the role section below), organisation of events, public relations, managing external stakeholders, the branding of the AAE itself as well as the brand of the European actuarial profession.

**Responsibilities**

The CP's responsibilities include:

* Propose the AAE communication strategy to be agreed by the AAE Board
* Implement and maintain the communication strategy of the AAE
* Define and review the AAE communication governance and provide standards and templates that have to be used for any AAE related communication – e.g. the checklist for publications and the Handbook for Communication
* Coordinate and monitor AAE´s communication according to the communication strategy
* Consult the AAE Board and Committees to develop events and formats
* Evaluate if AAE needs external support on communication, and if needed identify the kind of external support needed
* Monitor the branding of the profession, and to develop measures to raise further awareness of the profession among MAs (internally) and all the AAE’s stakeholders (externally).
* Report to the AAE Board on the Panel´s activities.

The content to be communicated is **not** the responsibility of the CP. The content will be provided by the AAE Board, Committees, Working Groups etc. within AAE.

## Operational Matters

*Reporting on Activities*:

The Chairperson will prepare a report for the AAE Board of Directors as minimum once per year.

The Chairperson will prepare a report for the Presidents’ meeting and General Assembly on the activities, at intervals to be determined by the AAE Board.

*Coordination of operations*:

The CP will liaise with AAE Committees, Task Forces, and Working Groups as required to carry out its role and activities.

The Editorial Board of the magazine The European Actuary consults the CP to actively drive the focus topics of the AAE strategic communication.

*The Terms of Reference were approved by the AAE Board of Directors on 19 November 2024*.