



AAE

ACTUARIAL
ASSOCIATION
OF EUROPE

ADVISING • ACHIEVING • ENGAGING

ACTUARIAL ASSOCIATION OF EUROPE
ASSOCIATION ACTUARIELLE EUROPÉENNE

SILVER SQUARE NORTH
BOULEVARD ROI ALBERT II 4
B-1000 BRUSSELS, BELGIUM
☎ (+32) 2 274 06 61
✉ INFO@ACTUARY.EU
WWW.ACTUARY.EU

Quarterly report of the AAE Communications Panel

Q3 / 2025, 24.09.2025

| The AAE focus topics for communication | Key formats | Key channels |
|---|--|---|
| <ul style="list-style-type: none">• European Consumer Protection• European regulation and special features of AI• Solvency II and IORP II• European regulation and requirements with respect to sustainability | <ul style="list-style-type: none">• Articles, position papers and discussion papers in PDF• Blogs• Postings• Presentations on virtual events or conferences | <ul style="list-style-type: none">• The European Actuary• https://actuary.eu• Newsletter via Email• LinkedIn• actuview• EAD• ECA |

Last Quarter's Activities and Achievements

- Discussion was prepared if and how to continue with podcasts as new communication format.

Delivery on KPIs:

- Number of LinkedIn followers increase by about 100 to slightly more than 7,000 (target YE 2024 was 6,000)
- No targets defined for YE 2025 (see also section on Future Plans).

Ongoing Projects

- Ongoing discussion on if we want to extend communication strategy to podcasts. Currently no additional efforts for CP or Secretariat to go beyond these activities due to deprioritization.

- For EAD2025 support STC in preparing general messaging of content, design of event and management of stakeholders.
- Podcast 3: Jeroen van den Bosch (vice-chair AAE Pensions Committee and Chair PTS WG) is willing to be part of the next AAE podcast.

Future Plans

- Google search does not find actuary.eu on first page. SEO and webpage optimization could start after Paris, but subject to available resources.
- Update of documentation of communication strategy and governance (Communication Handbook) postponed after finalization of TOM and clarity on available resources.
- Review and update KPI monitoring based on updated communication strategy.
- Development of new approach to provide a framework for stakeholders, sponsors and journalists postponed after finalization of TOM and clarity on available resources.
- Decision if and how the next AAE Forum will be developed postponed until after finalization of TOM and clarity on available resources.

Decisions Needed

- After having tested two more podcasts with the support of [actuview](http://actuview.com), should we continue with podcasts and develop them into an additional key format and channel for the communication of the AAE?
- Given the decision on the AAE TOM, can a new resource of a Communication Expert be added to the CP and would that be directly financed by the AAE budget or via support of a Member Association?
- The need to appoint a new Board member as Frank is leaving.
- Podcast 4: The theme is still available. Suggestion: Valéry Jost (France) as chair of the Consumer Protection WG.