



**AAE**

ACTUARIAL  
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# Communications Panel

AAE Strategic Board meeting

31 October 2025



## Agenda – 11:30-12:00

1. Status from CP
2. Members of CP
3. Focus in 2026: *“Increasing the visibility of AAE to strengthen recognition, relevance, and value”*
4. Stakeholders
5. Prioritisation and decisions:
  - a) TEA recommendations
  - b) Podcasts, continue after podcast #4 (paid)?
  - c) What is Engagement material



# 1. Status from CP - We are already very successful

- **Drumbeat** implemented successfully
  - **10 Newsletters** per year
  - **TEA** – articles promoted broadly (via the newsletter and bi-weekly LinkedIn posts)
- Successful activities and events
  - **EAD** – more than 413 participants / prominent EIOPA speaker
  - Petra Hielkema will speak at **ECA 2026**
  - **Podcast #3** (*expected Dec'25*) and #4 are underway (*expected Q1 2026*)
- Overall improvements
  - **Enhanced security** for website and Teams site (New IT provider) and improved search engine optimisation (SEO)
  - **Onboarding material** for new Presidents
  - **Survey** results 'Why you volunteered for AAE' - in process

*....but we want to do more, and lack on 'Engagement material'*



## 2. Members of CP

Frank has left us ;-(

The Chair of the CP is Jette (Vice Chair is not decided)

CP connection to TEA has been strengthened by participation of Annette and Jette in the Editorial Board

Due to efficiency, Monique need to free up time to transition, so by YE 2025 she will step out of CP

We expect the CE to step into the CP

Can we manage without a new Board member?

Can we have more support from FMA - like Martin (DAV)? Perhaps from France? Or...?





## 3. Focus in 2026

*“Increasing the visibility of AAE to strengthen recognition, relevance, and value”*

We have focus on S01, S02 and S03:

AAE's Strategic objectives (SO)	SO3 - Promote a European community of actuaries	SO2 - Promote Professionalism	SO1- Enhance relations with European institutions
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We lack most on S03: “Engagement material” to MA about “What is AAE and Why do AAE add value for members of the MA”.

We need to work on “What”, “Where” and “to Whom” (Can we increase impact? – Can we increase outreach by resend by MA in local language?)

- What to communicate – Storytelling (Interviews, Personal stories, About Stakeholder Meetings video's...)
- Where to communicate/our Channels: Homepage, LinkedIn, Actuvier, Newsletter, TEA?, Podcasts?, Video's?, Instagram?, Newspapers?...
- What does 'good' look like: What are the relevant KPI's?

## 4. Stakeholder framework

*Will wait for the CE*

**CommChairs to indicate their main stakeholders based on audience and relevance**

We expect CC to be prepared about their main stakeholders, their view on the current situation and give input to ways to contact them.

Input from TOM TF, WG1 about 'Stakeholders' & 'Groups for Exchange of information':

Stakeholders and Groups
EIOPA
EU Commission, DG Fisma
EFRAG
EU AI Office
Insurance Europe
Pension Europe
FERMA
CRO Forum

Suggestions to new Areas for Stakeholders and groups
Insurance
Pensions and social security
Banking, investment
Risk management
Sustainability and climate
AI, data and technology
... ( <i>wider fields are important</i> )

Complete list requires  
priorisation and further  
planning for allocating  
activities to stakeholders  
(meeting, event,  
publication,...)  
**-> TOM**

## 5. Our recommendation to decision

We recommend

- Focus in 2026: *Increasing the visibility of AAE to strengthen recognition, relevance, and value*
- Resources in CP: We need help (provided from MA?) and expect CE will be a member
- Stakeholder prioritization will wait for the CE
- We need the material from you (we expect you to Push instead of Pull about communication material, - also basics like members etc.)

Decision points

- TEA decision (5a)
- Podcast decision (5b)
- Engagement material (5c)

# 5a TEA – decision point



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**Purpose:** TEA is the AAE's flagship publication, sharing actuarial insights, strengthening AAE's visibility, and supporting its strategy to influence European institutions.

**AAE LinkedIn 12-Month Reach & Impact (Oct 2024 – Oct 2025) – Total impressions ≈ 115k–120k!**

AAE's LinkedIn visibility has more than tripled over the past year, reaching about 115 000 total impressions. (+ > 200 % YoY)

- Steady baseline ≈ 300 impressions/day
- ~2,000 engagements (≈ 2 %) across all content
- Audience growth: from ~6,600 -> 7,200 followers (+9 %)

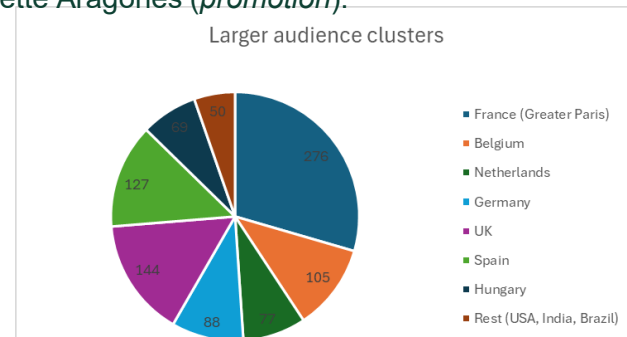
## Audience geography (Oct '24- Oct '25)

AAE LinkedIn engagement shows a broad international reach across Europe and beyond.

**Secretariat role:** coordinates publication, Mailchimp release, and LinkedIn promotion.

**Decision point:** confirm TEA's continuation and agree on improving reach, content variety, and measurable impact.

**Proposed Editorial Board:** Jette Lunding Sandqvist (*content*) and Annette Aragones (*promotion*).



## Consequences of losing the TEA:

- Reduced visibility and influence
- Loss of AAE's flagship communication channel and thought leadership
- Loss of 'drumbeat' = Need to replace content elsewhere; ending it (abruptly) could send a **negative signal** to contributors, readers, and partners (like actuview or the EAA)
- Loss of volunteer and editorial **engagement**







## 5b Podcasts, continue after pilot podcasts (paid) – decision point

- 4 AAE Podcasts produced:/ planned with support of actuview team:
  - #1 with AI/DS WG and Thomas Béhar and Arthur Mombo
    - 333 impressions, 164 views AAE YouTube, 224 actuview
  - #2 with AI/DS WG and Andrej Levin
    - 1,6k impressions, 129 views on AAE YouTube, 182 actuview
  - #3 with PTS working group – *in December 2025*
  - #4 with IC (in discussion) – *in planning phase, Q1 2026*
- Feedback / reception under evaluation; general interest to continue
- If positive: Decision required on budget (first quotation: 5.000 € / next 4 episodes in 2026)



## 5c Engagement material - decision point

To discuss what is exactly seen as Engagement material.

We have:

- Our channels (website, actuview, Youtube, LinkedIn, etc.)
- Where to find the relevant information/The onboarding material -> rename/review to serve as engagement material?
- Introduction to AAE/Institutional presentation -> rename/review to serve as engagement material?
- Survey results 'Why you volunteered for AAE' - see next slide  
Proposal to do another survey during the Spring Meetings and ECA 2026 (QR code)

What is needed as Engagement material to reply on IFoA request, other MA needs, etc.

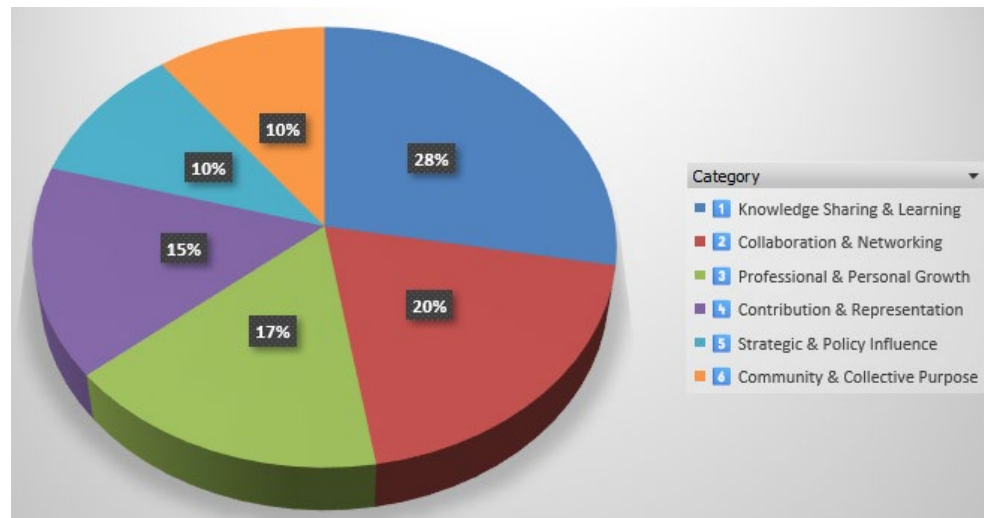
# 'Why you volunteered for AAE'

Knowledge Sharing

Learning

Collaboration

Networking



Respondents appreciate the AAE's growing visibility and its support for member associations and actuaries. They suggest focusing more on technical and risk-related issues than lobbying, to strengthen the profession's scientific core. Participants value international knowledge exchange and mentorship as ways to enhance engagement, though financial barriers may deter younger actuaries. They stress connecting local and European views, promoting volunteer rotation, good governance, efficiency, and recognition of contributions. Networking, personal interaction, and clear communication about opportunities are key for engagement. Many link their involvement to a sense of purpose — giving back to the profession and contributing to society's resilience through actuarial expertise.



## Thank you for your attention

Annette, Jette, Lourdes, Martin and  
Monique

*With input from Christophe and Matthias*



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## Appendix – CP Strategy October 2023

*CP to work on updating the material in 2026*



# Communication Strategy and its Implementation

Thoughts for ComP October 2023

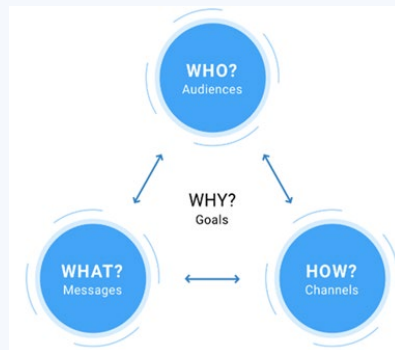


# Organisational objectives and Communications Objectives

AAE Communication Strategy – November 2021

**The Communication Strategy is an integrated part of AAE's strategy and is directly connected with the AAE Board**

The Communication Strategy is developed according to the following figure:

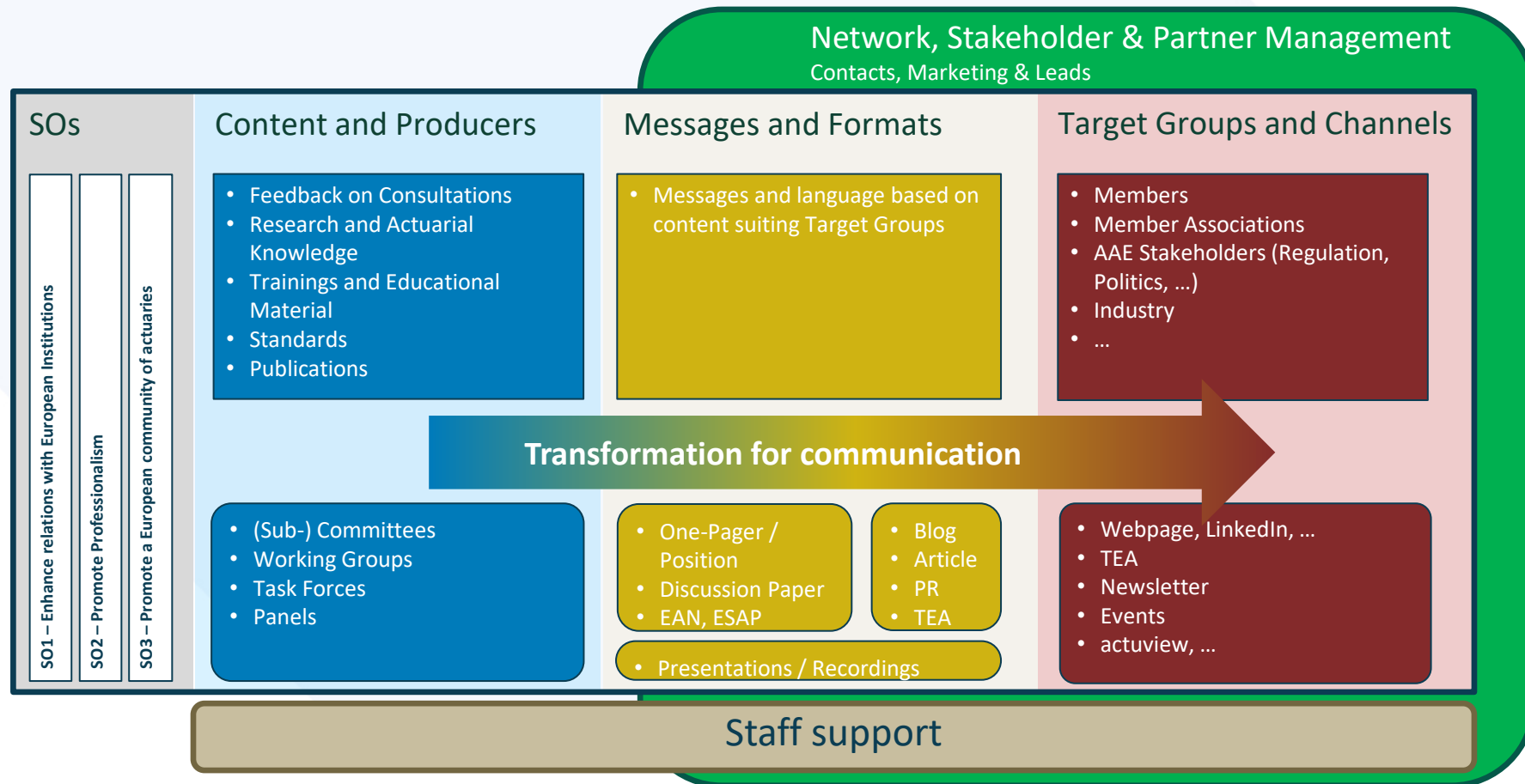


**Identify reason to believe (Why?);**  
 Identify key message (What?);  
 Identify audience segment (Who?) and  
 Identify the most appropriate channel (How?)

**Communication Objectives** (or an answer to the question «**Why?**» (*reason to believe*)) are developed to support AAE's Vision and Strategic Objectives in relation **to coordinate and improve communication**, both to internal and external stakeholders:

AAE's Vision	To be recognized as leading quantitative professional advisors	Contributing to well-being of the society	European institutions to recognize AAE valuable role
AAE's Strategic objectives (SO)	SO3 - Promote a European community of actuaries	SO2 - Promote Professionalism	SO1- Enhance relations with European institutions
AAE's Communication Objectives (CO)	CO1: To be visible (topic seen), to increase peak of readers of publications/work done CO2: To monitor trend of visibility and re-implement results of evaluation CO3: To maintain and extend AAE's Institutional Network		

# Workflow AAE Communication



# Connecting the dots and clarifying the owners in the Workflow

Early draft, hence incomplete

Network, Stakeholder & Partner Mgmt.  
Contacts, Marketing & Leads

