



# Project 2: Communication and Stakeholder Management

Communication Panel

AAE Board Meeting | 13 March 2024



# Organisational and Communications Objectives

AAE Communication Strategy – November 2021

**The Communication Strategy is an integral part of AAE's strategy and is directly linked to the AAE Board**

The Communication Strategy is developed according to the following diagram:



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

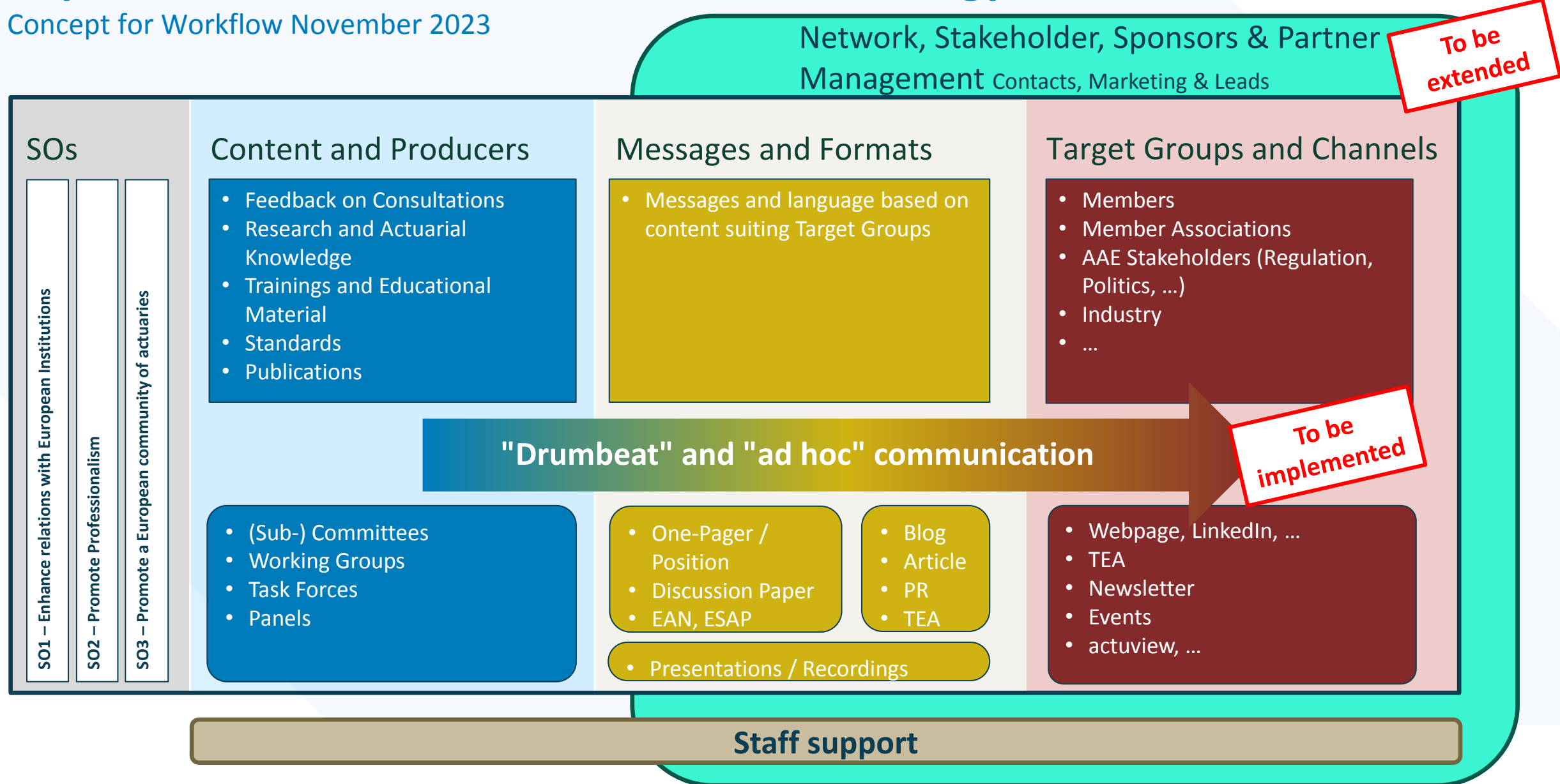
**Communication Objectives** (or an answer to the question «**Why?**» (purpose)) are developed to support AAE's Vision and Strategic Objectives in relation **to coordinating and improving communication**, both to internal and external stakeholders:

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 recognized), to increase number of readers of publications CO2: To monitor trend of visibility and re-implement results of evaluation CO3: To maintain and extend AAE's Institutional Network		

**Under review**

# Implementation of AAE Communication Strategy

Concept for Workflow November 2023





# Milestones and Achievements

Status Quo February 2024

**Communication Panel:** Frank/Jette/Lourdes (with Martin Oymanns and the secretariat)

## Define Communication Strategy

- November 2021 (see slide 2) - **done**

## Define Guidelines and Framework for Communication

- Updated version February 2022 - **done**
- Regular review and adaption to updated requirements, now also including feedback from agency – **ongoing, April 2024**

## Establish cooperation with external agency

- Assessment of costs and proposal at Board Meeting October 2023 - **done**
- Identify best partner for cooperation, *Grayling Brussels* chosen - **done**
- Implement Communication Process with agency: "drumbeat" and "ad hoc" communication (see slide 3) - **ongoing, end of Q1**

## Implement Communication Formats and Channels

- Implement Blogs for webpage, One Pager for statements, TEA for regular information of stakeholders, Actuvier for training - **done 2022**
- Update AAE logo (see slide 6) - **done December 2023**
- Update AAE Webpage - **ongoing, April 2024**
- Update AAE templates for presentations and articles - **open, April 2024**



# Milestones and Achievements

Status Quo February 2024

## Establish Webinars and Congresses

- Implement annual webinar for each Committee - **done**
- Implement standard formats for congresses (ECAs / EADs biannually) - **done**
- First AAE Social Security Forum successfully implemented, to be continued with other topics - **ongoing, topic still to be decided**
- Monitoring and maintenance of webinars - **ongoing**

## Implement Stakeholder Management

- Identify and establish regular meetings with stakeholders in European Institution - **done**
- Identify broader groups of stakeholders and manage relation - **ongoing, end of Q1**
- Consider new stakeholders in communication "drumbeat" - **open**

## Implement Monitoring

- Implement monitoring of followers / impressions to LinkedIn, Webpage, Board Report, Newsletter (see slide 7) - **done**
- Implement more detailed monitoring framework - **open**



# Current issues & questions from Grayling project

- **General:**

- Current task with Grayling is to agree on a basic understanding of AAE from an external perspective as the basis for future communication activities

**Information:** current status attached

- **Health care:**

- Grayling identified relevant topic for communication in Europe
- Healthcare is a very relevant topic for European Institutions, AAE does not yet work in this area
- Topic might need to be kicked-off in Insurance Committee, first

**Decision:** do we want to start to work in this area?

- **Communication activities related to ECA 2024:**

- Discussion started with Grayling, how the communication before, and especially during and after the event should be shaped to have an impact

**Information / Decision:** recommendation expected on 2-3 focus topics and set of valuable activities