



Project 2: Communication and Stakeholder Management

Communication Panel

AAE Board Meeting | 17 April 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?)

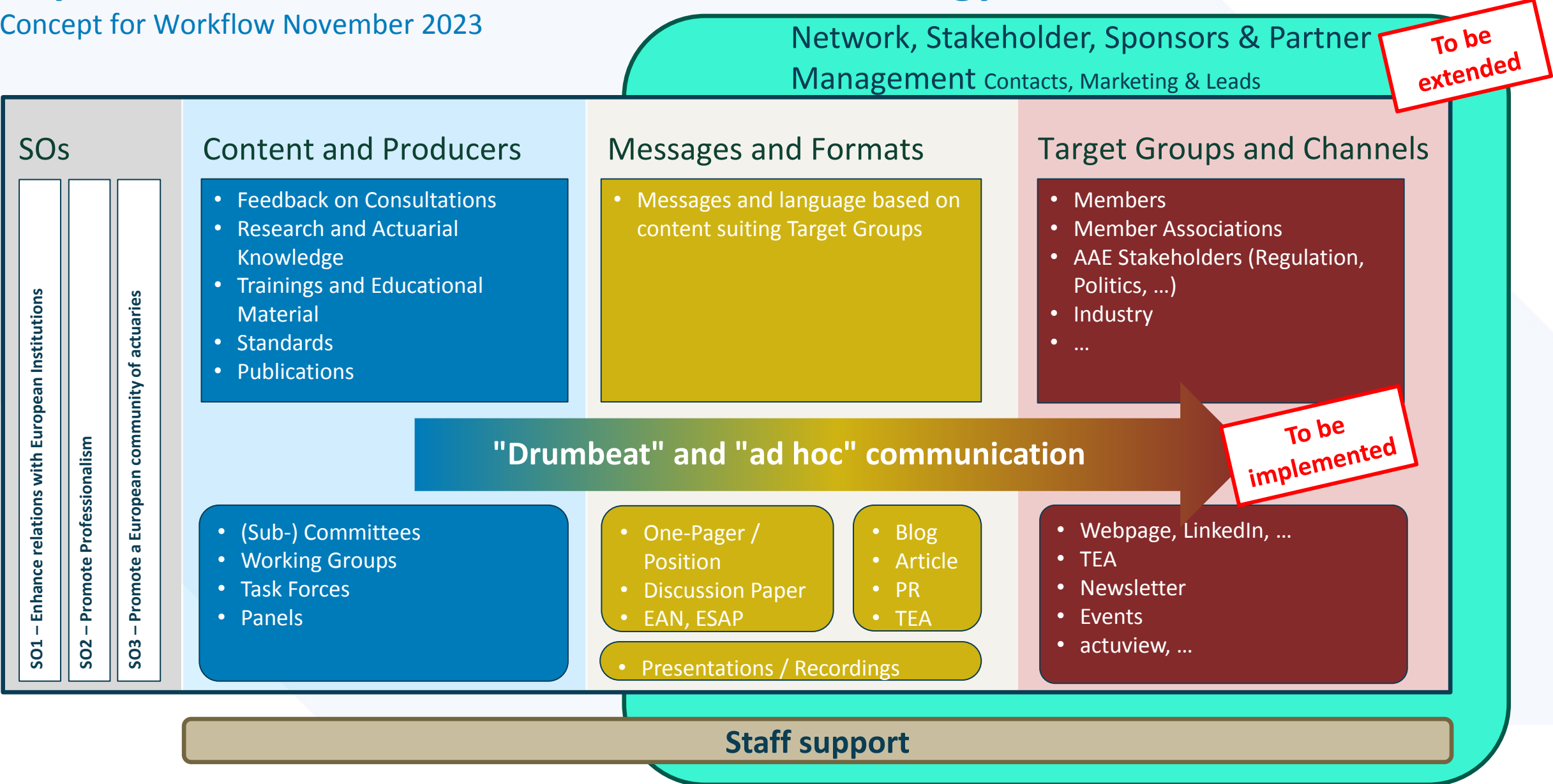
Communication Objectives (or an answer to the question «**Why?**» (purpose)) are developed to support AAE’s Vision and Strategic Objectives in relation **to coordinating and improving communication**, both to internal and external stakeholders:

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 April 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: "message house", "drumbeat" and "ad hoc" communication – **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 – **launch after Vilnius conference, April 2024**
- Update AAE templates for presentations and articles – **launch after Vilnius conference, April 2024**

Milestones and Achievements

Status Quo April 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**