



Business Plan – Strategic Objectives and Goals

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Strategic Objectives

Strategic Objective 3: Promote a European community of actuaries

Promote a European community of actuaries between AAE member associations, their members and the AAE.

- encourage the exchange of information and ideas;
- facilitate networking between actuaries, especially in wider fields;
- strengthen awareness among member associations and their members of the work of the AAE; and
- facilitate mutual assistance between member associations.

Things learned?

- Generally, good feedback of existing communications - while hard to know whether individual members of member associations utilise them
- Website should be a warehouse of documents
- Smaller associations need assistance
- Webinars good – but do not outperform physical meetings
- AWB of the IAA valuable with bursaries etc.
- To have specialists to present, very valuable – visibility of the AAE for actuaries
- Wider fields – to some extent – but support wanted to keep as members
- Good to have standards – CPD sometimes a burden – etc.

Roles of different players?

- Local association
- The AAE
- The IAA

The art of supporting each one's role and actions in giving best value for money for the membership fees?

Balance between SO1 and SO3

Especially larger associations value SO1 above SO3

For many smaller associations are more occupied with day-to-day problems instead of the future (where SO1 plays a big role)

We need to still have emphasis on SO1

But maybe be better in telling what we do in SO1:

- Documenting our positions (one-pager handouts of issues)?
- Better link to the Newsletter?

AAE role: maintaining the dominant role of SO1 while informing more broadly what we do

Use of the website

- At least to have the website even more as a warehouse of important documents
- But people do not go to the website – or they do it so seldom that they don't feel at home with the site, they do not find the things they need
- The AAE could promote the site with active use of twitter (and absolutely not just the secretariat but the board, the chairs, the committee members, the boards of our member associations)
- And please do not get stuck with the twitter that might be so much yesterday, with tools of trade of the day

AAE role: better design, promotion of the content

Documenting what we do

Committees do surveys of different things

But are the results utilised well enough?

Should all surveys be documented so that they can become valuable material for more members?

AAE role – better documentation and promotion

Making better use of the Newsletter

The Newsletter is good and valued, but...

- Should/could it be augmented with clearer links to AAE actions and positions?
- Could it also be targeted better to the needs of an individual user who often is only interested in his/her own practice area (subscription only to areas of interest)?

AAE role – rethinking the newsletter

Utilising webinars

- Webinars seem to be valued by many of our members
- Setting requirements for each committee to produce x webinars during the year?
- Promoting also the idea that member associations could broadcast their seminars to others as webinars through the AAE?
- And podcasts on topical issues?

AAE role – webinars and podcasts

More presence in social networks

Active presence in ~~the~~... I mean twitter (mentioned already in the website)

AAE role: Promoting AAE actions and web content

Sharing good practices

Different member associations have different solutions to shared problems

E.g., much interest in Italian promotion of the actuarial profession

Sharing experience, good practices, through webinars?

AAE role – a platform for sharing good practices

Standards

We should not be measured by the amount of standards but by

- Whether the standards make a difference, and
- Whether they are widely adopted

AAE Standards valuable but could be supported with

- Webinars, and
- Related EAN's

AAE role: taking good care of the quality and promotion of the ESAP's, with reasonable support by the EAN's

Raising the profile

- Recognition of the profession on very different level in different jurisdictions
- Need to share good practices in raising the profile
- Promotional material

AAE role – helping the sharing of good practices, producing promotional material

Lifelong learning

Needs from many associations

AAE role – webinars, wider fields, sharing of good practices

Wider Fields

Wider fields are important...

But then some associations say it is of prime importance to do AAE core areas in an excellent way instead of doing everything

AAE role – need for strategic discussion in this area

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