ACTUARIAL ASSOCIATION OF EUROPE

Communication Working Group

Spring Meeting 2021

AAE Communication Working Group (CommWG)

Terms of Reference

ACTUARIAL ASSOCIATION OF EUROPE
ASSOCIATION ACTUARIELLE EUROPÉENNE

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AAE COMMUNICATION WORKING GROUP

TERMS OF REFERENCE

Good communication is essential for AAE to achieve our vision of being recognized. Communication is a tool to achieve and maintain strong relationships both to internal and external stakeholders.

Communication was last discussed in the Presidents meeting in 2020. The Presidents message to the AAE Board was to give priority to the work in communication. The meeting recommended establishing a working group to coordinate and focus the communication.

The profession is on the move with actuaries working in wider fields and emerging areas, and the communication channels are evolving. AAE needs to follow the development.

The Communication Working Group is established to support AAE´s vision and strategic objectives in relation to coordinate and improve communication, both to internal and external stakeholders.

The Working Group will do an assessment of existing communication activities. To identify core activities to be used in the future, including the recommendations from the Presidents meeting. The Working Group will also identify new possible communication activities.

The first tasks of the Working Group includes:

- Identify communication key needs from AAE strategic objectives and AAE vision
- Propose an AAE communication strategy with key topics and main actions points
- In parallel, create a work plan or catalogue of activities for 2021
- Evaluate if AAE need external support on communication, and if needed identify the kind of external support needed

Organisation

The Working Group reports to the AAE Board of Directors and its ToR will be reviewed in preparation of the next Annual Meeting, including a report to the General Assembly.

Members of the Working Group as well as the chairperson are appointed by the AAE Board of Directors. The Working Group will consist of at least two AAE Board members to support a high priority to the work and a close link to the work in the Board.

The Terms of Reference were approved by the AAE Board of Directors on 9 December 2020.

AAE with strong vision

1. To contribute to fulfill AAE's vision to ensure that actuaries throughout Europe are **to be recognised** as the **leading quantitative professional** advisers in financial services, risk management and social protection, **contributing** to the well-being of society, and **for European institutions to recognise** the **valuable role** that the AAE plays as a leading source of advice on actuarial and related issues.

AAE Communication Working Group

Members

Gunn Albertsen, Chairperson

Inga Helmane

Giampaolo Crenca

Martin Oymanns

Monique Schuilenburg

AAE Communication Working Group

Update on the work

AAE Communication Working Group

Update on the work - pilot

AAE Communication Working Group

How Committee and committee members may assist

- Content will be produced by Committees, WG, TF, …
  - CommWG to establish a Communication Plan, how to share the knowledge

- Expectations to committee members
  - Keep up the great work producing high quality consultations, papers, etc!
  - Assist in making AAE more visible
    - Share information published by AAE with home association
    - Share and like AAE posts you find interesting to external stakeholders

- Inform the CommWG on upcoming work like consultations, papers etc so that communication can be planned beforehand
  - Workplan is an excellent tool
    - May also add potential stakeholders who should be addressed

GOAL: Further strengthen the actuarial profession in Europe through a communication strategy able to make the expertise of the actuary widely seen and recognized

AAE Finding a Slogan

CALL FOR PROPOSALS

The proposed slogan should express the vision of the AAE for actuaries throughout Europe to be recognised as the leading quantitative professional advisers in financial services, risk management and social protection, contributing to the well-being of society, and for European institutions to recognise the valuable role that the AAE plays as a leading source of advice on actuarial and related issues.

Ideally, the proposed slogan is a short and striking phrase, which serves as a memorable amendment to AAE´s name.

Slogan Selection Procedure
After the deadline, the AAE Board will review all submissions and select a shortlist of three proposals. Subsequently, the Member Associations will have the opportunity to select the final new AAE slogan.

Prize for the best slogan
The author of the winning slogan will receive a free congress ticket for the next European Congress of Actuaries in Madrid in June 2022.

Proposal Submission Procedure
For submitting a proposal please use the following link:

LINK TO SURVEY MONKEY

The deadline for submissions is 23 May 2021.
In case, you would like to receive the awarded prize if your submission is selected, please fill in your name and contact details when submitting your proposal.