

COLUMN

INCREASING THE VISIBILITY OF AAE TO STRENGTHEN RECOGNITION, RELEVANCE, AND VALUE

Last year, AAE convened a task force on the Target Operating Model, strongly supported by member associations; its work informed an organisation geared for more effective collaboration and delivery. This year, the Communications Panel (CP), supported by the AAE Board, has set a clear goal: **Increasing the visibility of AAE to strengthen recognition, relevance, and value**. Our ambition is to make the value of membership clearer for members of AAE's member associations with a focus on topics that matter to them.

As the CP, our role is to underpin AAE's communications with purpose and relevance. We aim to increase engagement with core AAE materials – public consultations, position papers, and Actuview's scientific and CPD content. We will do so by advising on clarity, brevity, and practical insight.

AAE's strategic objectives are: **SO1** strengthening relations with European institutions so decisions are informed by sound actuarial insight; **SO2** promoting professionalism through shared standards and ethics; and **SO3** fostering a European community by connecting specialists and sharing knowledge.

Visibility matters. Our magazine, **The European Actuary**, is a long-form publication showcasing actuarial expertise to multiple audiences shared across several channels. Beyond the magazine, our aim is to meet members even more strongly through the media they prefer, with relevant topics: short videos and podcasts suit younger actuaries; concise briefs and guidance support technical stakeholders; and member interviews to showcase the breadth and depth of expertise across AAE. Stakeholders expect clear, well-argued positions in public consultations.

A survey on volunteer motivations highlights the importance of connecting local and European views; promoting volunteer rotation, good governance, and efficiency; and recognising contributions, as well as networking, personal interaction, and clear communication about opportunities. These findings guide our choices on formats and outreach.

The CP will advise on audience definition and success metrics. We will encourage member associations to translate article summaries into local languages and repost them on their websites and channels. Feedback will refine content and timing, maintaining a regular cadence.

Looking ahead, we favour rigour over volume. AAE membership is leverage – driving policy impact, building professional confidence, and accelerating learning. As the Communications Panel, we will support the Board in putting the audience at the centre, making the message matter, and demonstrating – through measurable outcomes – how AAE membership delivers value. We welcome input from member associations and individual actuaries.

Jette Lunding Sandqvist is *Chairperson of the Communication Panel of the AAE*

COLOPHON

The European Actuary (TEA) is the quarterly magazine about international actuarial developments. TEA is written for European actuaries, financial specialists and board members. It will be released primarily as e-mail newsletter. The views and opinions expressed in TEA are those of the authors and do not necessarily reflect the official policy or position of the Editorial Board and/or the AAE. The Editorial Board welcomes comments and reactions on this edition under info@actuary.eu.

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NEXT ISSUE

The next issue will appear 1 March 2026.

Suggestions can be e-mailed

to info@actuary.eu.

The deadline is 1 February 2026.

EUROPEAN AGENDA

Please check

<https://actuary.eu/events/>

for the most actual forthcoming events.