

Functions of Advisory Group Communication (AGC)

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The Advisory Group

- Sunil Sharma, Chairperson
- Meenakshi Malhotra, Secretary
- Anil K Singh, Member
- Nick Taket, Member
- M Karunanidhi, Member
- D Sai Srinivas, Member
- Binita Rautela, Executive Assistant

General Functions

AGC is responsible for :

1. Maintaining two way communication with Members by seeking their views, delivering messages and opinion surveys (relating to Communication)
2. Optimum usage of electronic and print Media – Internal
3. Optimum usage of electronic and print Media – external
4. Website matters

1. Two-way communication with members: seeking views and delivering messages: opinion surveys

Expected deliverables	Success indicators
<p>Short term (One Year) :</p> <ul style="list-style-type: none"> ➤ The advisory group to focus on getting the feedback from the members, through online opinion survey. (boundary: restrict to functions of the advisory group) ➤ Feedback analysis <p>Medium term (2- 5 Years)</p> <ul style="list-style-type: none"> ➤ New modes and scope of communication in line with tools/methods that are available in the market in future. <p>Long term: More than 5 Years</p> <ul style="list-style-type: none"> ➤ Ongoing review of medium of communication 	<ol style="list-style-type: none"> 1. Engagement level index 2. feedback survey analysis

2. Electronic and print communication – internal ; Relook at the current Actuary India magazine including other options

Expected deliverables	Success indicators
<p>Short term:</p> <ol style="list-style-type: none"> 1. Schedule of articles/Topics to be covered in actuary India. 2. Review of editorial policy <p>Short term:</p> <ol style="list-style-type: none"> 3. Improved current Actuary India magazine <p>Medium Term</p> <ol style="list-style-type: none"> 4. Feasibility and implementation of other electronic media Face Book; News Letter; Blogs <p>Long term</p> <ol style="list-style-type: none"> 5. To ensure that the Actuary India magazine and other modes of communication used by IAI are as good as the modes of communication used by the actuarial professions in other developed countries. 	<ol style="list-style-type: none"> 1. Timely publication of Actuary India 2. Positive feedback from members

3. Electronic and print communication – External ; electronic and print media – journalists; manage media for GCA and other press releases.

Expected deliverables	Success indicators
<p>Short to medium term:</p> <ol style="list-style-type: none"> 1. Selection of appropriate PR agency and ensure coordination with the PR agency and media 2. Manage speakers to speak about the event to media. <p>Long term:</p> <ol style="list-style-type: none"> 1. Create capacity within Institute of actuaries of India to directly deal with Media 	<ol style="list-style-type: none"> 1. Number of Coverage of interviews and event in the Media 2. Number of actuarial profession publicity related articles published in media

4. Website matters: Ensure website can be used as a tool to improve the communication with the members

Expected deliverables	Success indicators
1. Improved website in terms of quality of contents from communication perspective.	1. Positive Feedback from members

5. Define the communication policy for IAI Internal and External

Expected deliverables	Success indicators
<p>Short term:</p> <ol style="list-style-type: none">1. Prepare the communication policy document for the profession <ul style="list-style-type: none">• Internal communication• External communication	<ol style="list-style-type: none">1. Council approved Communication policy implementation

Long – term aim

1. Greater engagement with the members of profession
2. Greater awareness about the profession among general public at large
3. Keep pace with the technology and find new ways that the profession could use for communication
4. Ongoing review of mode of communication
5. IAI to be recognised by default a global brand