

Reflections

from HQ

Engaging with members

We asked the people in charge of each HQ business unit to reflect on a whole range of things – what they do, how they feel about their work, the successes and lessons learned in 2012 – and their aims for 2013. Here are some of their thoughts...

Communications and Marketing

Let your voice be heard – but keep your ears open

Engaging with our members and promoting their skills – this is our 80 in the 80:20 rule. We continued to strive to deliver improved communications and marketing activities during 2012 while listening carefully to member feedback.

Feedback from the quarterly member surveys ran throughout 2012 consistently recorded a high level of member satisfaction with our external communications. This is a great result for our team and we will continue to focus on improving our efforts in the coming year.

In 2013 we want to shine the spotlight fully on the profession and showcase the unique strengths that actuaries bring to the broader business community. To do this we'll be working with experts who position brands for a living. We'll be talking to members throughout the process and asking them for their feedback on the 'actuary' brand. Their support of the proposed marketing activities is critical if the profession is to prosper and grow.

Fortunately for our team, there's no spin required – actuaries are the real deal!

The Institute's website is being upgraded – our new online presence will feature an integrated suite of constantly refreshed content that members can use every day – educational webcasts, member forums, blogs and breaking news from the profession, policy-makers and business. The upgraded website will give us more opportunities to promote the profession, listen to members, talk to them and encourage them to talk to each other.

"The most rewarding part of our job is telling the stories of our members' successes – passing their exams, being appointed to Boards, making a difference and just being good at what they do."

Katrina McFadyen

Head of Communications and Marketing



**To listen,
is to learn**

