

Actuarial Association of Europe

**COMMUNICATION AND MARKETING
TRAINING PATH LIFE LONG LEARNING
*THE ITALIAN EXPERIENCE***

**AAE PRESIDENTS' MEETING JUNE 14TH
2017**

BRUSSELS

GIAMPAOLO CRENCA - ISOA

COMMUNICATION AND MARKETING AND TRAINING PATH LIFE LONG LEARNING ARE TWO OF THE FOUR MAIN PROJECTS OF THE STRATEGIC “BUSINESS PLAN” OF THE ITALIAN ACTUARIAL BOARD, BEGAN SEVEN YEARS AGO AND NOW STARTS TO GIVE SOME GOOD RESULTS.

THE OTHER TWO MAIN PROJECTS ARE:

- DEVELOPMENT OF ACTUARIAL PROFESSION
- NEW HUMAN AND ECONOMIC STRUCTURE

THERE ARE MANY OTHER SUB-PROJECTS VERY IMPORTANT, BUT THESE FOUR ABOVE MENTIONED ARE THE GUIDELINES

COMMUNICATION AND MARKETING WHY ?

IN ITALY SIX YEARS AGO THE ACTUARIAL PROFESSION WAS NOT SO POPULAR; MANY THINGS CHANGED THANKS TO A COMPLEX STRATEGY SUPPORTED BY A PRESS OFFICE WHICH IS STILL VERY IMPORTANT

DIFFERENT LEVELS OF COMMUNICATION AND MARKETING

FOR EACH LEVEL DIFFERENT STRATEGY, BEHAVIOUR , TIMES, APPROACHES, ETC...

- PUBLIC OPINION
- INSTITUTIONAL (INCLUDED POLITICIANS), PUBLIC RELATIONSHIPS
- SPECIALIZED/MARKET - LETTER TO THE MARKET
- INTERNAL (DEDICATED TO THE MEMBERS ENROLLED IN THE OFFICIAL LIST - "ALBO" - IT IS A SPECIFIC TOPIC)
- UNIVERSITY (REALLY IT IS INSIDE THE NEXT SLIDE/PROJECT)
- SEMINARS, NATIONAL CONGRESS, OTHER EVENTS

DIFFERENT APPROACHES ACCORDING TO INDICATION OF OUR PRESS OFFICE: INTERVIEWS, PAPERS, NEWSPAPERS, SPEECHES, PRESS RELEASES, LETTERS TO THE MARKET, OFFICIAL POLITICS AUDITIONS, TV, RADIO, SKYPE, CONFERENCE CALL, VIDEO CALL, OUR WEBSITE, MAIL, OTHER

TRAINING PATH LIFE LONG LEARNING

AIM: CONTINUOUS TRAINING AND SCIENTIFIC AND PROFESSIONAL UPDATE FROM THE FIRST DAY OF UNIVERSITY UNTIL THE LAST DAY OF PROFESSIONAL WORK

IT IS NOT EASY BECAUSE THERE ARE SOME EXTERNAL CAUSES THAT DON'T DEPEND ON US FOR INSTANCE RULES, LAWS, MINISTER, ETC....

UNIVERSITY:

WORKING IN PROGRESS WITH A GOOD SUCCESS, THE NUMBER OF STUDENTS HAS INCREASED VERY MUCH IN THE LAST YEARS THANKS TO THE FOLLOWING THREE ACTIONS:

- A) COMMUNICATION THROUGH SPECIFIC PRESENTATIONS ABOUT THE ACTUARIAL PROFESSION (I MET AROUND 4000 STUDENTS IN FOUR YEARS)
- B) IF POSSIBLE, USE COURSE CREDITS TO DO SOME WORKING EXPERIENCES BEFORE THE GRADUATION
- C) THE MOST COMPLICATED TASK: TO SUPPORT WITH OWN TEACHERS ABOUT MATTERS THAT UNIVERSITY DON'T OFFER THROUGH SPECIFIC COURSES, SEMINARS, OTHER AND TO INTRODUCE NEW MATTERS USEFUL FOR THE DEVELOPMENT OF THE ACTUARIAL PROFESSION

WE ARE DISCUSSING WITH THE GOVERNMENT IN ORDER TO INTRODUCE THE COMPULSORY APPRENTICESHIP BEFORE THE STATE EXAMINATION

AFTER THE ACTUARY QUALIFICATION, ACCORDING TO THE LAW, THE CONTINUOUS ACTUARIAL TRAINING IS COMPULSORY UNTIL THE LAST DAY OF PROFESSIONAL WORK AND THE ITALIAN ACTUARIAL BOARD MANAGES IT