



**XIII**

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ROMA  
10-12 Novembre 2021

# The activity of the Working Group on Communication

Gunn Albertsen

Chairperson AAE Communication Working Group

AAE Board of Directors



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Communication is not about saying what we think.

Communication is about ensuring others to hear what we mean.

@simonsinek



# AAE Communication Strategy



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The Communication Strategy is designed to help AAE communicate effectively and to contribute to fulfill AAE's vision to ensure that actuaries throughout Europe are **to be recognized** as the leading quantitative professional advisers in financial services, risk management and social protection (SO 3), contributing to the well-being of society (SO 2), and for **European institutions to recognize the valuable role** that the AAE plays as leading source of advice on actuarial and related issues (SO 1).

«**To be recognized**» means:

- Clear focus on topics which are important for society;
- Strong communication with key messages in high frequency
- Active use of modern online tools and formats
- Regular contact to media

«**European institutions to recognize the valuable role**» means:

- Ensure access to these institutions: how to make sure that we are heard?
- Be a reliable partner for consultations



# AAE Communication Strategy

## Organisational objectives and Communications Objectives



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The Communication Strategy is an integrated part of AAE's strategy and is directly connected with the AAE Board





# AAE Communication Strategy

## Work plan



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AAE's Communication objectives (CO)	CO1: To be visible (topic seen), to increase peak of readers of publications/ work done	CO2: To monitor trend of visibility and analyze a reason	CO3: To maintain and extend AAE's Institutional Network
Key Communication Activities	<ul style="list-style-type: none"> <li>Identify communication key needs and develop Frame document</li> </ul>	<ul style="list-style-type: none"> <li>Set up measures and analyze negative trend (less readers; what is the reason?), positive trend (new topic, new channel)</li> </ul>	<ul style="list-style-type: none"> <li>Secure regular contact to relevant AAE external stakeholder institutions</li> </ul>
	<ul style="list-style-type: none"> <li>Summarize key communication activities prepared (Catalogue of activities)</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate a need for external support on communication</li> </ul>	<ul style="list-style-type: none"> <li>Maintain regular communication: scheduling of meetings, information to AAE's contacts (press release, blogs, etc)</li> </ul>
	<ul style="list-style-type: none"> <li>Other activities: blogs, TEA, actuvview, developing internal guidelines (e.g., checklist as helping tool for developer of AAE material)</li> </ul>		



# AAE Communication Strategy

## Catalogue of AAE activities



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Topic	Responsible Committee	Deliverables					
		Event		Blog		Publications	
		Past	Planned	Past	Planned	Past	Planned
1 Solvency Framework	SI Low interest rates			<a href="#">Solvency II rates proposal for long term valuation - Significant gap to directive rates</a>		<a href="#">Article TEA 25, March 2021</a>	
	SI Risk margin			<a href="#">Validate the Risk Margin calculation</a>		<a href="#">Extrapolation risk free interest rate term structure in SI context</a>	
	SI1 Volatility adjustment					<a href="#">Volatility Adjustment in SI context</a>	
	Macroprocedural views		<a href="#">28 Oct 2021 - Webinar</a>			<a href="#">Main concerns of AA on Solvency II, Dec 2020</a>	
2 IFRS17	IFRS17 view						
	Role of actuary (IFRS17)					<a href="#">Notes of actuaries in relation to IFRS17</a>	
3 Sustainability	Sustainability and Climate-Related Risks	<a href="#">Roundtable 23 March 2021</a>	<a href="#">Webinar 1 February 2022</a>			<a href="#">Article in TEA 26 June 2021</a>	
	Consumer Protection						
4 Artificial Intelligence/Data Science	General					<a href="#">ESG actuarial view</a>	
	AI/DS WG						
5 COVID-19 and pandemics	ORSA					<a href="#">Position paper COVID-19, May 2020</a>	
	Impact on mortality					<a href="#">Article TEA 25, March 2021</a>	
	Insurability of pandemics		<a href="#">Roundtable "Will Solvency II suffer from using COVID" 30 Nov 2021</a>		<a href="#">Insurability of pandemics</a>	<a href="#">Economic capital cost for a public good source: testing pandemic risks, Dec 2020</a>	<a href="#">Paper on insurability of pandemics</a>
6 Professionalism and Education	General			<a href="#">How to recognize the actuarial professional</a>		<a href="#">Defining professionalism within the actuarial profession</a>	
	MRA update	<a href="#">Webinar 18 June 2021 and President's Message</a>					
	Code of Conduct monitor						
	IAE Syllabus monitor	<a href="#">Webinar 4 Feb 2021</a>					
	CPD Guidelines		<a href="#">Included in webinar 18 June 2021</a>				
	Roles of actuary - statutory					<a href="#">Application of Professional Judgment by Actuaries</a>	
	Wider Fields						
7 Adequacy and Sustainability of Pensions	IORP risk function		<a href="#">ECOPA events/workshops on IORP</a>				
			<a href="#">Webinar 1 March 2022</a>			<a href="#">Paper "Our future role as Social Security Actuaries in Europe"</a>	
8 AAE Internal	European Actuarial Days 2021	<a href="#">EMD2021</a>		<a href="#">Review for success</a>			
	European Congress of Actuaries 2022		<a href="#">ECA2022</a>				
9 Other	Actuaries		<a href="#">President's Meeting</a>				
	The European Actuary			<a href="#">We need your help to find a trustee for AAE</a>		<a href="#">TEA 27 - September 2021</a>	<a href="#">TEA 28, December 2021</a>
	Board					<a href="#">Spec report to MIA July 2021</a>	<a href="#">Board report to MIA quarterly</a>

<https://actuary.eu/wp-content/uploads/2021/09/2021-09-08-catalogue-of-AAE-activities.pdf>



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Thank you for your attention!

- Follow AAE on LinkedIn and Tweeter
- Check AAEs catalogue of activities at
  - <https://actuary.eu/wp-content/uploads/2021/09/2021-09-08-catalogue-of-AAE-activities.pdf>