





INNOVAZIONE TECNOLOGICA E RISCHI SISTEMICI: L'ATTUARIO VALUTATORE GLOBALE DELL'INCERTEZZA

ROMA 10-12 Novembre 2021

# The activity of the Working Group on Communication

Gunn Albertsen

Chairperson AAE Communcation Working Group

AAE Board of Directors







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ROMA 10-12 Novembre 2021 Communication is not about saying what we think.

Communication is about ensuring others to hear what we mean.

@simonsinek





# CONGRESSO NAZIONALE ATTUARI

INNOVAZIONE TECNOLOGICA E RISCHI SISTEMICI: L'ATTUARIO VALUTATORE GLOBALE DELL'INCERTEZZA

ROMA 10-12 Novembre 2021 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 wellbeing 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



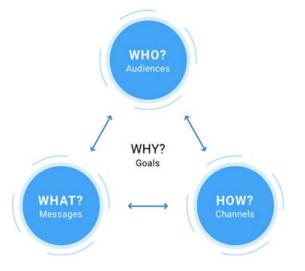
### AAE Communication Strategy Organisational objectives and Communications Objectives





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ROMA 10-12 Novembre 2021 The Communication Strategy is an integrated part of AAE's strategy and is directly connected with the AAE Board





## AAE Communication Strategy



#### Work plan

AAE's Communication objectives (CO)	munication to increase peak of readers of		CO2: To monitor trend of visibility and analyze a reaso	CO3: To maintain and extend AAE´s Institutional Network		
Key Communication Activities	<ul> <li>Identify communication key needs and develop Frame document</li> </ul>		<ul> <li>Set up measures and analyze negative trend (less readers; what is the reason?), positive trend (new topic, new channel)</li> </ul>		<ul> <li>Secure regular contact to relevant AAE external stakeholder institutions</li> </ul>	
	<ul> <li>Summarize key communication activities prepared (Catalogue of activities)</li> </ul>		<ul> <li>Evaluate a need for external support on communication</li> </ul>		<ul> <li>Maintain regular communication: scheduling of meetings, information to AAE's contacts (press release, blogs, etc)</li> </ul>	
	<ul> <li>Other activities: blogs, TEA, actuview, developing internal guidelines (e.g., checklist as helping tool for developer of AAE material)</li> </ul>					

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### AAE Communication Strategy Catalogue of AAE activites





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ROMA 10-12 Novembre 2021

			Responsible	Deliverables						
Topic		Committee	Event		Bla	26	Publications			
				Past	Planned	Past	Planned	Past	Planned	
		SII Low interest rates	Insurance Committee and Risk Management Committee			Solvency II review proposal for long term valuation: Significant, cash to destroy values?		Article TEA 25, March 2021		
								Extrapolation rule from intervels rate term structure in 31 context		
Solvency Fram	vency Framework	Sli Alsk margin				Updation the Risk Marxin Satistiction		Actuaties and Operational BM		
		Sti Volatility adjustment						Votatility Adjustment in SE SECOND		
		Macroprodentialviews		25 Oct 2023: Waterian				Mein concerns of AME on Solvency II, Dec 2020		
IFR		1F#517 view	Insurance Committee (IPR537 WG)							
		Role of actuary IRS17						Roles of activaties in relation to UR612		
		Sustainability and Climate- Related Risks	Risk Management Committee (Sustainebility WG)	Roundhable 23 March 2023	Webinar 1 February 2022			Atticle in TEA 26 June 2021		
s Sus	tainability	Consumer Protection								
		General			2			ESS.cathanial.sinw		
	ificial		AI/Ds WG							
	elligence/Data ence									
	-	ORSA						Excition paper COVID-19, Max. 2020		
		Impact on mortality						Article TEA 25, March 2021		
		Insurability of pandamics			Reundtable "Will Solvency II suffer from Long COVID?" 30 Nov 2021		Insurability of pandemics	Economic capital continea exhibits except insurer writing pandemic risks, Dec 2022		
								Paper on insurability of gandemics		
	Professionalism and Education	General	Professionaliam Committee			How to recognize the actuarial professional		Defining professionalism within the actuarial profession		
		MRA update	Professionalism Committee	Webiner 18 June 2021 and Presidents' Meeting						
		Code of Conduct monitor	Professionalism Committee							
Pro		AAE Syllabus monitor	Education Committee	Wattiner 4 Feb 2023						
		CPD Guidefines		Included in webiner 18 June 2021	1			The second second second		
		Roles of actuary - statutory			1			Application of Professional, Judgment by actuation		
		Wider Fields								
		IORPs risk function	Professionatism Committee	EICPA avents/workshops on ICPP						
	Adequacy and Sustainability of Pensions				Webinar 1 March 2022			Paper "Our future role as focial Security Actuaries in Europe"		
	AAE Internal	European Actuarial Days 2021		<u>6402021</u>	(	Sector for avecans				
AAS		European Congress of Actuaries 2022			ECA2022					
		actuview		Presidents' Meeting						
Oth		The European Actuary	Communications WD			We need your help to find a alogen for AAL		TEA 27. September 2021	TEA 28, December:	
1			Board					React report to Mile July 2023	Board report to MAa (or	

https://actuary.eu/wpcontent/uploads/2021/09/2021-09-08catalogue-of-AAE-activities.pdf







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ROMA 10-12 Novembre 2021 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