



**XIV**  
CONGRESSO  
NAZIONALE  
DEGLI  
ATTUARI

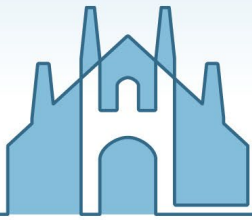
L'ATTUARIO GLOBALE  
PER UN MONDO  
SOSTENIBILE  
TRA TRADIZIONE,  
INNOVAZIONE  
E RISCHI EMERGENTI

MILANO  
15-17 Novembre 2023  
Hotel Quark

# *Is Communication a challenging task?*

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*Vice Chairperson of Actuarial Association of Europe*

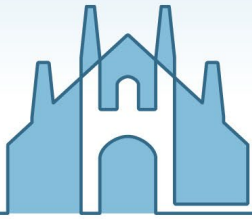




# What is communication?

**Communication** (from Latin "communis", meaning to share) **is** the activity of conveying information through the exchange of thoughts, messages, or information...

*Source: Wikipedia*



# What is effective communication?

## 5 C's of communication:

it must be **clear**, **correct**, **complete**, **concise**,  
and **compassionate**

*Source: <https://www.coursera.org/articles/communication-effectiveness>*



# AAE Communication strategy

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).

A communication strategy expresses the goals and methods of AAE's outreach activities, including whom stakeholder and target groups AAE is trying to address, what AAE wishes to share with these groups and how AAE is planning to communicate it.

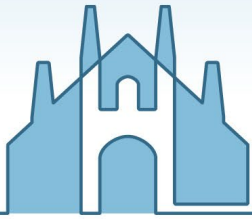


ACTUARIAL ASSOCIATION OF EUROPE

**Communication Strategy**

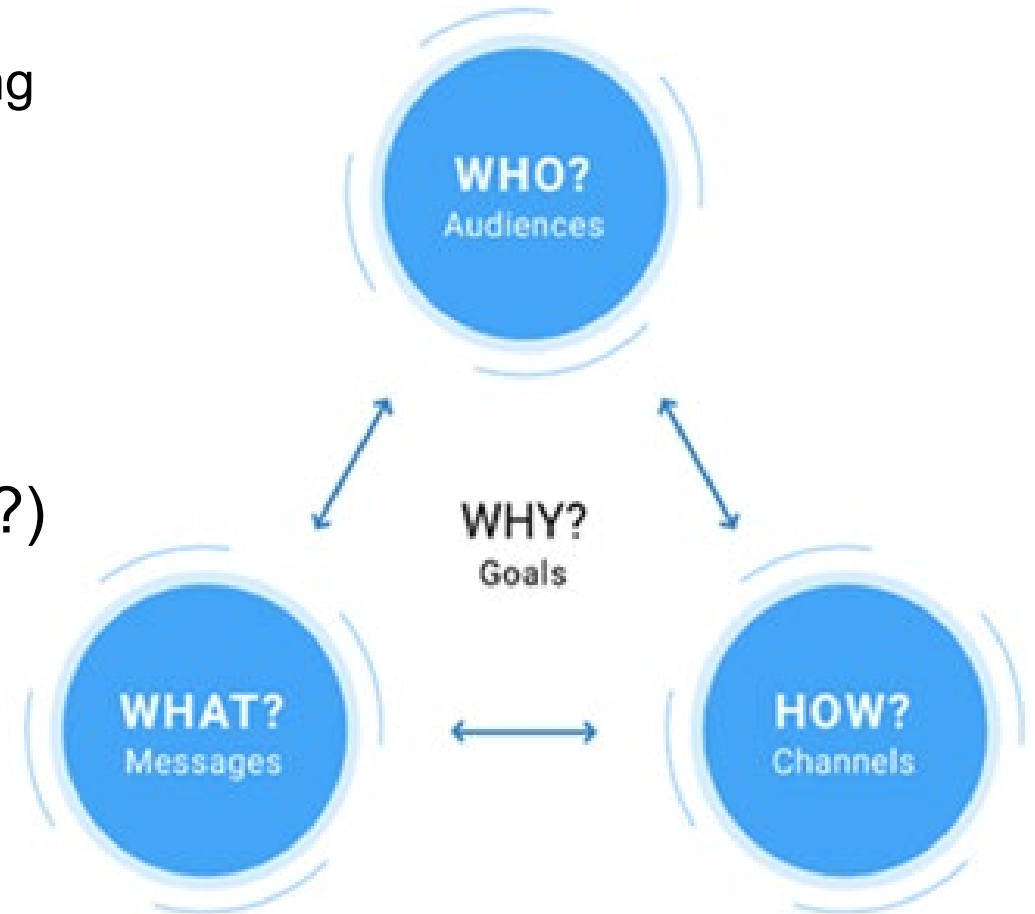
*Revised version: November 11, 2021*

Source: <https://actuary.eu/aae-communications-wg-relevant-documents/>



AAE Communication Strategy is developed according to the following figure:

- Identify reason to believe (Why?);
- Identify key message (What?);
- Identify audience segment (Who?) and
- Identify the most appropriate channel (How?)





# AAE Communication objectives *or* an answer to the question «Why?»

AAE's Vision	To be recognized as leading quantitative professional advisors	Contributing to well-being of the society	European institutions to recognize AAE valuable role
AAE's Strategic objectives (SO)	SO3 - Promote a European community of actuaries	SO2 - Promote Professionalism	SO1- Enhance relations with European institutions
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 re-implement results of evaluation CO3: To maintain and extend AAE's Institutional Network		



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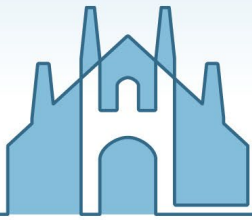






## **Steps taken by AAE to have external Communication expert's support**

To improve capacity for the communication –  
to reach AAE stakeholders faster and  
on the higher quality



Wishing effective communication,



**Inga Helmane**  
AAE Vice-Chairperson

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