

Agenda Item 4(b)(i)(1)
September 14/21 EOC Meeting

Agenda, September 7 2021 Media Advocacy Meeting (11am-12pm)

1. Introductory Remarks and Welcome, Media Advocacy Chair (Anita Mukherjee)
2. Rollcall and Quick Introductions, Members of the Committee (All)
3. Media Advocacy Key Achievements 2021 (Keith Martin, David Moorcroft)
4. Press releases, Pollara research and Canadian Tire Bank
5. Trade press coverage, Pollara Research
6. Website material and webinar related to Pollara research
7. Website Webinar content (all Webinars are recorded and posted on the website)
8. New blog postings
9. Website videos (disability and critical illness CPI posted; Pollara, job loss insurance in production)
10. Media Advocacy Initiatives 2021 (Keith Martin, David Moorcroft)
11. Website Video to come (consumer protections)
12. New FAQs
13. Reporting on website metrics
14. Search Engine Optimization for "Mortgage Life Insurance"
15. Other
16. New Research Initiative, 2021 (Keith Martin)
17. Feedback and Discussion, Full Committee (All)
18. Frequency of meetings with Committee (discussion, all)
19. Other business (open)
20. Concluding comments (Anita Mukherjee)

Members of the Research & Education Committee

**Anita	Mukherjee	(Anita Mukherjee) anita.mukherjee@rbc.com
Andrea	Stuska	(Andrea Stuska) andrea.stuska@td.com
Laura	Nourcy	(Laura Nourcy) lnourcy@dsf.ca
Brian	Smith	(Brian Smith) brianj.smith1@bmo.com
Adam	Ebrahim	(Adam Ebrahim) adam.ebrahim@scotiabank.com
Jacqlyn	Marcus	(Jacqlyn Marcus) jacqlyn.marcus@valeyo.com
** Chair		