

CAFII External Communications Strategy Review Presentation to Board

DRAFT

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Table of Contents

1. Why a Communications Strategy
2. Four challenges in launching a Communications Strategy
3. External Communications Strategy last revised, October 2013
4. Communications Objectives
5. Key Audiences
6. Key accomplishments
7. Build on a strong foundation

Why a Communications Strategy

Regulators and Policy-Makers

- *Majority of CAFII's positions and recommendations are reflected in policy recommendations and amendments by regulators.*
- *Frequency of regulator initiated meetings and communications increases because CAFII is recognized as a credible and well-informed resource on creditor insurance matters.*

Media

- *Increased instances of creditor insurance stories and articles in the media that are more balanced and positive (ie. CAFII key messages and stock answers cited more frequently).*
- *Enquiries from media sources increases as CAFII becomes a recognized voice on creditor insurance issues.*

Public and Consumer Interest Groups

- *Increase in consumer friendly information and resources on www.cafii.com*
- *Increased instances of creditor insurance stories and articles that are balanced and positive in consumer publications and websites.*

Four Challenges in launching a Communications Strategy

- Reaching a consensus on whether to engage
 - Different visions, experience and risk appetites
 - Climate during lead up to last bank review
- Pro-active or reactive
 - Creating an issue that doesn't exist by engaging
 - Allowing opponents to define the issues
- Resources and Expertise
 - In house
 - Media relations firm on retainer
 - Spokesperson on retainer
 - ED accountability
- Approval process
 - Board Communications Committee (now defunct)
 - Media and Communications Committee

External Communications Strategy

last revised, December 2013

- Support strategic Objectives
- Demonstrate value proposition
- Gain control of the Communications Agenda

Communications Objectives

- Build on successful regulator communications approach
- Educational focus
- Develop a profile
- Ready to respond

Key Audiences

From

To

Regulators and
Policy Makers

Strong base



Continue to build

Media

Minimal reactive crisis
management



Prepared and
selectively proactive

Public and
Consumer
Interest Groups

Not in scope



Crafting consumer
focused message
and being a credible
go to resource

Key Accomplishments

- Established EOC Media & Communications Committee December 2011
- New website launched in May 2012
- Commissioned various independent studies to support messaging (Pollara, Avalon and LIMRA)
- Enhanced website content - ongoing
- CAFII Rebranding launched with 15th anniversary
- Approval of External communications strategy: December 2013
- ED completed CAFII focussed media training March 2014

Building on a strong foundation

- Discussion
 - How far
 - How fast
- Model for Board engagement and decision making
 - Board Communications Committee membership
- Next steps