# CAFII External Communications Strategy Review Presentation to Board

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Making Insurance Simple and Accessible for Canadians Rendre l'assurance simple et accessible pour les Canadiens

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# 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

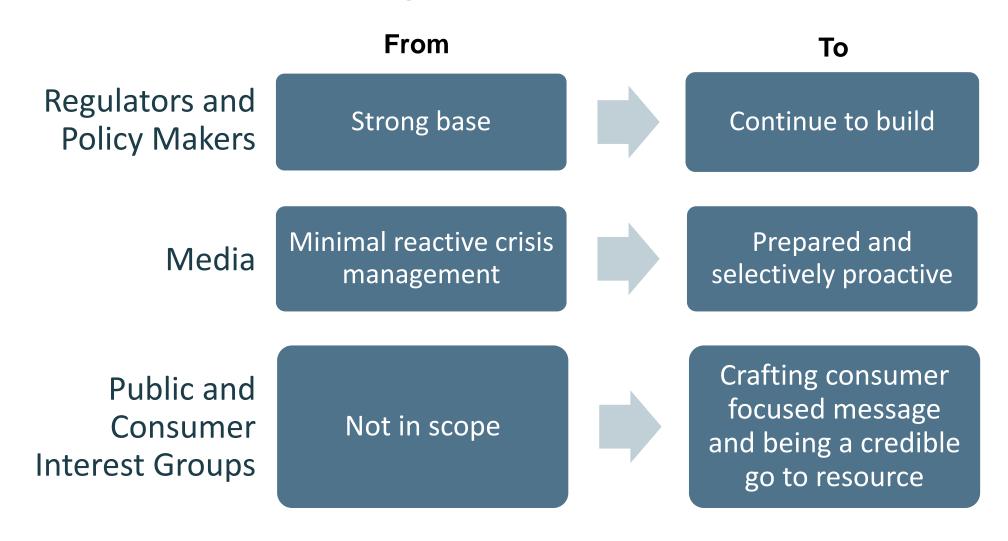


# **Communications Objectives**

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



## **Key Audiences**





## **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

