

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
- The Right 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

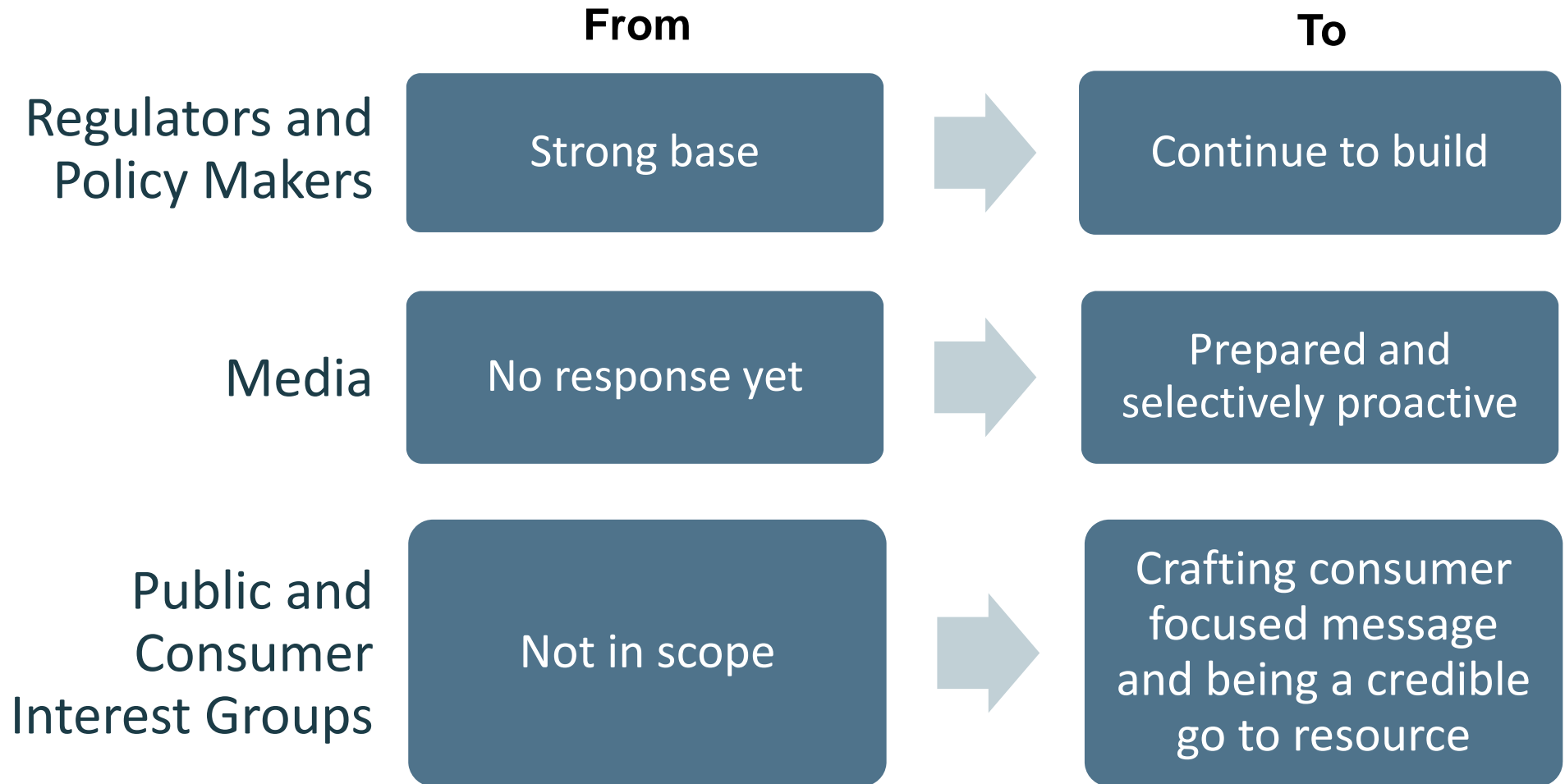
last revised, December 2013

- 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 to expand communications focus beyond regulator audience, 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
- Increased engagement of stakeholders through events

Building on a strong foundation

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