

**Excerpt From Draft CAFII Board Meeting Minutes
April 10, 2013**

CAFII Communications Strategy

B. Wycks has had an opportunity to review the communications strategy as created by Richard Evans for the Board. His feedback/commentary on that strategy is that based on where CAFII is today and as per member reactions to recent media communications, his view is that the right decision was made to focus on regulators and to have a “reactive but prepared” approach to media and public-focused communications (... [take notes from word document presented at EOC....](#))

- [NOTES ONLY.. Rick Lancaster:](#) emphasis has been on regulators in Canada in the past. We should continue this. Recently he is coming to the opinion that we may get blind-sided via social media and on the consumer side. As a first step, he would suggest adding more advocacy with consumer associations with the goal of identifying other high risk areas.
- [Brendan:](#) there is a Canadian who blogs and posts on YouTube who is on a mission against creditor insurance.
- [Jennifer:](#) in a discussion with Mark Cummings, he noted that we should have a well-articulated Communications Strategy for this that will be used to inform our actions and decisions going forward.
- [Dave Minor:](#) common tactic that organizations around the table will use is consumer polls. This can be used as the basis for entering the media. This can generate content that is both strategic in focus for CAFII and neutral in tone, and is a great vehicle for getting messages out there. The main expense is with commissioning the polls.
- [Brendan](#) noted that some CAFII members do that sort of work for their own business development purposes already. Based on his in-depth experience with survey research-based media campaigns at MRIA, CAFII would have to be explicit about what topics the Association’s research polls can delve into, so that we don’t stray into competing with a member FI.
- [Paul:](#) there is an inherent risk when the debate is opened up: for every positive argument that can be made about creditor insurance, a negative argument exists as well. He feels that the value of CAFII moving in this direction should be debated. Social media is here and perhaps having a strategy is a good idea. Before embarking on a proactive strategy, we must be cognizant of the risk.
- [Yvonne](#) – stay high level and not product-specific. In terms of social media, we don’t necessarily have six hours to respond, there should be someone available to respond right away.
- [Dave](#) reiterated that for every decision made we should go in with eyes wide open on the risk. Be selective of the issues or areas we are willing to communicate publicly about.
- [Greg](#) – we should also ensure that regulators also have all the collateral and information available at their disposal to be able to respond to media issues that might arise.

Next Steps: MAC to work further on this and present Communications Strategy recommendation(s) at the next Board meeting.