ACSDA communications

Summary of Communications Plan for 2007

General Assembly, Executive Committee meetings and Seminars

- Workshop presentations: that will encourage two way dialogue amongst members.
- Case studies add color to topics. In advance of seminars, it is possible to solicit case studies from members, industry groups and institutions.
- Invitations: Revise invitation mailing list to include regulators and banks.
- Announce seminar dates and topics: describe what will be covered, credential the speaker, create excitement for the event and ask members for questions they would like to see answered in each presentation.
- On line registrations for seminars.

ACSDA Website

- Upload summaries and PowerPoint presentations on general topics, created for presentations given to external groups by ACSDA members
- Ask influential groups if they have presentations they would like to post on the site.
- Encourage members to use presentations and white papers as training aids.
- Update member information in a timely fashion.
- Include links to industry groups and "world library".
- Add a link to the ACSDA website on all members websites

Newsletter

- Quarterly newsletter, the newsletter will contain relevant news and activities between ACSDA members.

Press releases

- Issue press releases to international media regarding the activities of ACSDA.

ACSDA Newsletter

<u>Published</u>: Every quarter

<u>Distribution</u>: ACSDA members

<u>Newsletter contributions</u>: ACSDA members

<u>Content</u>
- Market trends
- Relevant news/press releases
- Up coming events

ACSDA Newsletter timetable

Quarter	Material deadline from ACSDA members	Issue date
1	February 2007	March 2007
2	May 2007	June 2007
4	August 2007	September 2007
5	November 2007	December 2007

Operational & Financial information

- To promote transparency amongst the ACSDA members, it is proposed that their operational and financial information be published on the ACSDA website.

- This information will be updated annually.

- Strate has proposed a template for this purpose which will be email to each CSD to complete and load onto the website.

- Deadline for completion of the information is 30 January 2006