

**UPDATE REPORT ON
Promotion and Awareness Subcommittee
(formerly Stakeholder Education Working Group)
as of October 2006**

Committee Purpose

The purpose of the GIPS Promotion and Awareness (P & A) Subcommittee is to act as a forum to generate ideas on the promotion of the GIPS Standards and to provide education on the benefits. The subcommittee will engage in developing clear, consistent messages that enable Country Sponsors, in partnership with the CFA Institute, to target and deliver marketing materials that best promote GIPS standards to key stakeholders in their own local markets and globally.

Membership

The following P & A subcommittee members have been appointed by the GIPS Executive Committee:

Carol Anne Kennedy (Chair) – UK
Carl de Wet – South Africa
Monica Gordillo San Juan – Spain
David Gould – UK
Angela Keane – Australia
Holly Miller – USA
Naoko Mori – Japan
Damian Regan – UK
Jesse Reyes – USA (Private Equity)
Paul Saint-Pierre- USA (Real Estate)
David Spaulding- USA
Madeleine Lindblad Woodward – Sweden
Conrad Yan- Hong Kong

Review of Status

The subcommittee held its first meeting in October and reviewed and commented on its terms of reference.

Next Steps

In seeking to develop further relevant materials for the marketplace and to cross-fertilise ideas, the subcommittee decided to draft a new questionnaire for Country sponsors to identify current needs and priorities. With the advent of the new GIPS logo, the committee is very aware of the opportunity to re-launch/update key promotional materials in the toolkit.