UPDATE REPORT ON
GIPS PROMOTION & AWARENESS SUBCOMMITTEE
(formerly Stakeholder Education Working Group)
As of August 2007

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 created and distributed a further questionnaire (in July) to provide input and feedback to the EC on topics and areas to analyze as part of the GIPS 2010 Review. Over 650 responses have been received to this at mid August and a preliminary summary of responses should be available shortly.

A small subgroup is being formed to review the existing GIPS standards Private Equity provisions. This will be chaired by Jesse Reyes.

A small subgroup is being formed to review the existing GIPS standards Real estate provisions. This will be chaired by Paul Saint Pierre.

Next Steps

The subcommittee will seek to develop further relevant materials and support for Country Sponsors based on the feedback received in the questionnaire.