**SOA Research**

**Communication Checklist for POG Use**

Name of Project \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**I. AUDIENCE**

Primary Target Audience = Individuals who most likely will read the report and apply the research results.

Secondary Target Audience = Individuals who are not part of the primary audience but have an interest in the research or research results.

|  |  |  |  |
| --- | --- | --- | --- |
| **Audience** | **Primary Target (Check all that apply)** | **Secondary Target (Check all that apply)** | **Comments** |
| **Region** |  |  |  |
| Global |  |  |  |
| Regional |  |  |  |
| US |  |  |  |
| Canada |  |  |  |
| Asia-China |  |  |  |
| Asia - Other |  |  |  |
| Europe |  |  |  |
| Mexico |  |  |  |
| Other |  |  |  |
|  |  |  |  |
| **Actuaries – Practice Area** |  |  |  |
| Academic/Education |  |  |  |
| General Insurance/Environmental Sustainability |  |  |  |
| Health – Health Insurance |  |  |  |
| Health – Dental, Pharmacy, Disability |  |  |  |
| Investment/Finance |  |  |  |
| Life insurance and Annuity |  |  |  |
| LTC |  |  |  |
| Regulatory |  |  |  |
| Retirement/Pension |  |  |  |
| Risk Management |  |  |  |
| Technology |  |  |  |
|  |  |  |  |
| **Actuaries – SOA Sections** |  |  |  |
| Actuary of the Future Section |  |  |  |
| Education & Research Section |  |  |  |
| Entrepreneurial Actuaries Section |  |  |  |
| Financial Reporting Section |  |  |  |
| Health Section |  |  |  |
| International Section |  |  |  |
| Investment Section |  |  |  |
| Joint Risk Management Section |  |  |  |
| Leadership & Development Section |  |  |  |
| Long Term Care Insurance Section |  |  |  |
| Marketing & Distribution Section |  |  |  |
| Modeling Section |  |  |  |
| Pension Section |  |  |  |
| Predictive Analytics and Futurism Section |  |  |  |
| Product Development Section |  |  |  |
| Reinsurance Section |  |  |  |
| Smaller Insurance Company Section |  |  |  |
| Social Insurance & Public Finance Section |  |  |  |
| Taxation Section |  |  |  |
| Technology Section |  |  |  |
|  |  |  |  |
| **Non-Actuaries** |  |  |  |
| Accounting |  |  |  |
| Attorneys |  |  |  |
| Benefits Managers/Human Resources |  |  |  |
| Civil Servants |  |  |  |
| Chief Executive Officers |  |  |  |
| Chief Financial Officers |  |  |  |
| Chief Risk Officers |  |  |  |
| Demographers |  |  |  |
| Economists |  |  |  |
| Educators |  |  |  |
| Financial Planners |  |  |  |
| General Public |  |  |  |
| Gerontologist/Aging Professional |  |  |  |
| Health Care Professionals |  |  |  |
| Information Technology |  |  |  |
| Insurance Professional-Underwriter |  |  |  |
| Insurance Professional-Other |  |  |  |
| Investment/Financial Professional |  |  |  |
| Policymaker/Regulator |  |  |  |
| Retirement/Pension Plan Manager |  |  |  |
| Risk Managers |  |  |  |
| Statisticians |  |  |  |
|  |  |  |  |

**SOA Research**

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Name of Project \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Audience \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II. RESEARCH DISSEMINATION**

|  |  |  |
| --- | --- | --- |
|  | **Use for this project?** | **Comments** |
| **Email** |  |  |
| Blast email to specific members (e.g. sections) |  |  |
| Blast email to all members |  |  |
| Blast email to non-SOA members, if accessible |  |  |
|  |  |  |
|  |  |  |
| **Web page –** |  |  |
| Home Web Page Card |  |  |
| Vanity Web Address/Page/Microsite |  |  |
| **Published Media** |  |  |
| Section Newsletter announcement/update |  |  |
| Section Newsletter article |  |  |
| Section newsletter ad |  |  |
| *The Actuary* magazine article |  |  |
| *The Actuary* magazine ad |  |  |
| SOA Research Department newsletter |  |  |
| SOA News Weekly |  |  |
| Other Actuarial Organization Publications (Please list in Comments) |  |  |
| Trade Journal Articles (Please list potential journals in Comments) |  |  |
| Trade Notices (potential orgs.)  EBRI  Benefits Link  Int’l Foundation of Employee Benefit Plans |  |  |
| Other (Please list in Comments) |  |  |
| Trade Journal Ad |  |  |
| **Policy Events (w/Academy, for example)** |  |  |
| **Press events** |  |  |
| Press release (wires) |  |  |
| Press briefing/Media teleconference |  |  |
| **Media to contact** |  |  |
| **Forms of Distribution** |  |  |
| Issue Brief |  |  |
| Webcast |  |  |
| Powerpoint Presentation |  |  |
| Meeting session – SOA |  |  |
| Meeting session – other actuarial organization |  |  |
| Meeting session – nonactuarial organizations |  |  |
| Infographic |  |  |
| Podcast |  |  |
| Video (usually YouTube housed) |  |  |
| **Social Media** |  |  |
| Facebook Candidate and other potential pages |  |  |
| Linkedin Group |  |  |
| Twitter |  |  |
| SOA Blog |  |  |
|  |  |  |