

# Lifelong Learning: Content Generation Committees Events

## Terms of Reference

### *Purpose*

The long-term vision for the IFoA is to be able to offer members a rich variety of events and conferences, which also provide an opportunity to demonstrate our *thought leadership* to influential non-actuarial audiences. This will be made possible by building a proactive culture that incorporates regular feedback. At the same time, there is a need to move quickly to create new offerings which ensure that members continue to have access to a modern, relevant, and balanced portfolio of activities.

Key requirements for the committees will be to:

- Be the source of expertise, to review and select relevant content and speakers, creating a unique experience for members
- Be proactive in reaching out to networks in the pursuit of suitable content and speakers and to facilitate a wider promotional reach
- Support and raise the profile of the IFoA event programme to members
- Understand the target market with an eye towards gearing existing events to best meet members' interests and appetite, whilst generating ideas for exciting new It will be necessary for the committees to consider at least the following:
- Actively engage with contributors to events by evolving the approach from "a call for speakers" to building more resilient support within the IFoA in fostering diverse interest communities that surface material independently
- Make stronger connections inside the actuarial community among IFoA groups, employers and educators, as well as extending them beyond the traditional domain to other professions, financial institutions and groups
- Take advantage of our thought leadership to present the role of the actuarial profession to a wider range of influential stakeholders, including decision makers, politicians etc.
- Establish a culture of post event review and performance measurement to inform continuous improvement of the events portfolio
- Work in collaboration with other practice areas

### *Governance*

The committees will be supported by the executive:

- Be guided by the Actuaries Code in their work
- Observe any guidelines and objectives for content established by the IFoA or its Boards

### *Membership*

The committees shall comprise open-minded strategic thinkers who can bring a fresh point of view in breathing new life into the future of the IFoA's events programme.

The members will include:

- A Chair and Deputy Chair to share the workload and responsibilities
- At least five but no more than twelve additional members (this also includes lay-members, who are welcome to bring unique insights and support the expansion of ideas)
- Committee members are expected to attend meetings, contribute ideas, and deliver actions appointed to them

### *Essential skills*

- A strategic mind set with thoughtful views on how the IFoA can enhance its events offering to ensure they follow best practice and add value to our diverse community of current and future members
- A good understanding of the background of the IFoA's events and conference offering
- Awareness of the existing market, competing providers, and global needs for such events
- A willingness to play a proactive role in championing this area of the IFoA's activities
- A commitment to publish and promote events on personal social media accounts; join the conversation on one of the the IFoA's social media posts; use workplace communication channels to raise awareness with colleagues

### *Desirable*

- Knowledge of contemporary delivery of events and conferences
- An understanding of not-for-profit public interest bodies with global membership
- An appreciation of the challenges facing professions in a global environment