

## National Association for Fixed Annuities Education Committee 2018 Priorities

NAFA's primary mission is to promote the awareness and understanding of fixed annuities. A core value proposition for NAFA members is representation of our education initiatives through the NAFA Education Committee. The Education Committee is committed to supporting that mission using a proactive message while protecting the interests of its members. Members of NAFA include marketing organizations, insurance companies, banks, broker-dealers, annuity sales professionals, consultants and vendors, as well as consumers.

The Education Committee will actively participate in educational activities, including but not limited to writing and publishing educational articles, courses and webinars, that will aid each membership channel in its understanding of the principle features and mechanics of fixed annuities, compliance, regulatory changes, sales trends, and marketing and advertising practice.

To achieve NAFA's key Education Committee priorities for 2018, members will:

1. Work with the NAFA team and Membership Committee to direct and develop NAFA curriculum and content in support of membership and education initiatives.
2. Design and direct monthly NAFA Educational Webcasts with topics and speakers identified by the Committee, while providing any support needed to regulatory related special edition webcasts.
  - a. Utilize data gathered by NAFA (as available) to improve attendance, engagement and outcomes of webcasts.
3. Develop, update and repurpose education papers, fliers, guides and responses for use across NAFA's digital marketing assets, including NAFA.com, AnnuRetirement.com, AMP and social media, that are agent-facing and/or consumer-facing and targeted at members and/or prospects.
4. Support the NAFA team in concepting and developing annuity training videos.
5. Work with the NAFA team to develop a comprehensive marketing plan for all NAFA resources.