



WHO IS PAICR?

PAICR is a non-profit professional association dedicated to investment management marketing and communications professionals globally. **Our mission is to help members learn, connect and succeed.** Members benefit from networking and educational opportunities with colleagues and industry experts – provided in a professional environment. They are able to develop by sharing best practices, benchmarking surveys, and industry trends/tools — all with the goal of helping to move the marketing profession forward.

PAICR membership provides the following benefits:

Conferences

The PAICR Annual Conference caters to all professionals in our field, offering knowledgeable speakers on marketing, communications, client service, and RFP-related topics. We also hold an annual RFP Symposium with a specialized focus on the development of RFP professionals.

Regional Events

Foster networking with regional peers as ideas are shared on topical subjects.

Webinars

Focus on best practices and professional development provided by experts in our field.

On-Line Resources

Include a Career Center, colleague connections, and articles on all areas of investment management marketing.

As the only professional organization dedicated to investment management marketing and communications professionals, PAICR can provide **insights and resources you need** to excel in your job, and to help you move your firm forward, in today's dynamic investment management environment.

Sample Member Focuses:

- **Marketing (All Channels)**
- **Design**
- **Database Management**
- **Brand Strategy**
- **Data Analysts**
- **RFP/Proposal Specialists**
- **Communications**
- **E-Business/Digital**
- **Product Managers**
- **Public Relations**
- **Writers/Editors**
- **Content Development**

WE ARE #MARCOMPROS

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MARKETING
ASSOCIATION