

Retirement Income

COMMUNICATIONS
AWARD 2011

Entry Form

Submission deadline: August 31, 2011

InvestmentNews and the RIIA present the fifth annual Retirement Income Communications Award. This award recognizes the best in printed and new media materials aimed at helping advisers better prepare clients with income generating strategies as they head into retirement. The Award is presented in two categories: **Printed Materials** and **New Media**.

Category being submitted:

(One per entry form)

Printed Materials

Please enclose ONE example of the printed materials with your entry form.

New Media

Please enclose ONE example of new media materials with your entry form. For websites, include the URL on your entry form and submit printed copies of highlights of the website, including the home page.

AWARD CATEGORIES

The categories are open to printed or new media materials that provide research, insight or understanding useful to financial advisers who are advising clients approaching or entering retirement. The materials may provide an overview of the key issues that need to be addressed with clients, or they may address one specific issue in greater detail. Entries will be evaluated on how well the materials present the issue(s) being addressed, the overall usefulness of the information provided, and effectiveness of the design. Entries must have been produced and distributed between July 2010 and July 2011.

Category: **Printed Materials**

Printed materials may be in the form of brochures, booklets, pamphlets, white papers or original research.

Category: **New Media**

New Media materials may be in the form of online initiatives, such as intranet, internet, webcasts or podcasts, videos, CDs, email and any other new technologies.

Company name _____

Address _____

City/State/Zip _____

Formal name of entry _____

Name and title of person submitting entry _____

Phone _____ E-mail _____

Names and titles of team members responsible for entry (attach additional sheet if necessary) _____

URL of submitted entry (if applicable) _____

****Include a description explaining the specific strategic goals or challenges addressed in the entry (attach additional sheet).**

Please make sure to answer each of the following questions in your description:

1. What is the primary objective of the materials?
2. Explain the importance and the relevance of the issue(s) addressed in the materials.
3. How does the information contained in the materials help the financial adviser help his/her client?
4. What information would be considered new and insightful for a financial adviser?
5. How have you met or exceeded your objectives? Please provide quantifiable results if available.

Entry submitted by:

Signature _____ Date _____

For further information and for complete rules and regulations, visit:

www.investmentnews.com/RIIAaward

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