

Effective Media Communications For Marketing

One of Our Assignments

With some 8,000 mutual funds competing for attention, how does a firm get investors to notice and select their family of funds? One way is to get some of its best portfolio managers to talk about those funds on TV. That's just what one leading investment company that manages approximately \$117 billion in assets did.

But first, it sent some of those portfolio managers to The Ammerman Experience for specialized media training. We introduced them to the "rules of the road" when appearing on financial and other business programs, including how to develop and deliver memorable responses – responses that stand out from those given by others from competing firms. And our coaching didn't end when they left our TV studio. We watched their performances on CNBC and Bloomberg, and provided a post-training critique.