

T+2 Communication and Education Working Group (CEWG) Proposed Agenda

January 19, 2015 –2:00 PM ET / 11:00 AM PT

IIAC Premises, York Room, 19th floor (north-east corner of Wellington and York)

Teleconference or Webex dial-in number to follow

- 1. New Member Welcome (Kyle Bedeau - fundserv/Attendance)** **Barb**

- 2. Review/approval of Draft January 5 Minutes** **Members**
 - Refer **Attachment 1** with **Appendix A**: Attendance

- 3. Updates from Other Committees/Countries** **CCMA/Members**
 - i. News from Members on assigned **Attachment 1, Appendix B**
Rolling Action Item List
(news from the U.S. rom Brent, updated FAQs from Colleen, first draft of legal/regulatory communications plan attached separately; also, Amie volunteered media training)
 - ii. Update re Jan. 13 OWG and Jan. 14 LRWG Meetings (Barb re Asset List and suggested “white paper”)
 - iii. Update re next T2SC meeting (Keith)
 - iv. Website update (Keith and Barb)

- 4. For Discussion/Approval** **Members**
 - i. **First newsletter proposed content**
 - a. Purpose of newsletter and where to go for info (CCMA and UST2)
 - b. Ctees (short mandate) and how to join
 - c. Our southern friends
 - U.S. Playbook
 - U.S. T+2 event
 - d. Inset quote: Insights from a former regulator (Randee Pavalow on why Canada ahead in some areas))
 - e. Keep an eye out for: Website – when and what will be available (FAQs, issue logs – contribute/review
 - f. TIP of the month - SHARE INTERNALLY (confirm Corey Cunningham agrees to have name mentioned)

ii. Event

- **Timing:** April: Breakfast and three hours; or post lunch coffee and three hours or three hours and reception
- **Recorded for replay/webinar**
- **Proposed speakers and topics**
- **Welcome:** Bruce MacDonald
- **Regulator Key Note Speaker:** TBD
- **Fireside chat/Panel of the “real guys”**
 - **CCMA, Emcee:** Keith Evans (Bob and Doug Mackenzie?)
 - **Broker Dealer:** Jason O’Born (Bourne supremacy)
 - **Investment Manager:** Mark Austin (Austin Powers or James Bond)
 - **Custodians:** Domenic Sgambelluri (Superman?)
- **Break**
- **Funds:** Robert Smuk (The “real” “real guy”)
- **LRWG:** Jamie Anderson and maybe a regulator: Issues log, what’s off, status
- **CEWG:** Barb Amsden and a member – tools available on website, etc.

iii. Issues list – Operations WG and Legal & Regulatory WG:

Note: Discussion will be around plain-languagizing part of summary sheet(s) for each. **Attached to meeting invitation e-mail; no need to print for the meeting; just scan)**

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|---|----------------|
| 5. Review of Communications Tools Order/Priority | Members |
| See Attachment 2 to Agenda | |
| 6. Other Issues as Raised | Members |
| 7. Next Meeting | Members |

Tuesday, February 2, 16, March 1 or switch, 2015, 2:00 p.m. ET, 11:00 a.m. PT

T+2 Communications and Education Working Group (CEWG)

Draft Minutes of January 5, 2016 Meeting

For attendance, see **Appendix A**

8. Welcome of Members/Attendance

Members welcomed Amy Ramanen, CIBC.

9. Review/Approval of Draft Dec. 15 Minutes and Action Items

No changes to the draft minutes were proposed. The action items were underway, recorded to carry forward to future meetings or added to the workplan (see **Appendix B**).

10. Updates from Other Committees/Countries

- **Update from December 17 T2SC Meeting:** The CEWG's amended proposed milestones had been presented to the T2SC and no questions had been received.
- **U.S. T+2 newsletter/article:** Members noted the newsletter's publication via the UST2 website.
- **U.S. T+2 event:** While Keith and Barb were not able to attend the February 23rd event in the U.S., industry members may wish to do so and the IIAC will include reference to it in the first newsletter edition as a quid pro quo for the U.S. article.

11. Discussion/Approval of Draft 2 of Communications Milestones

Members discussed the Milestones and a member queried the wording "accelerator" event. *[Note: This has been changed to "information/pep talk event" to convey the purposes of it: to provide the latest information and to encourage involvement].* This will be taken to the T2SC committee formally for review/non-disapproval.

12. Discussion/Approval of Draft 1 of Issues Log

Members discussed the draft Log, such as the other CCMA committees have. The items in it map to the CEWG Workplan: Communications Tools, which could be sorted into chronological order. Barb will keep the issues log and workplan in synch over time.

13. Review of Communications Tools Order/Priority

See 5. above. Also, members discussed:

- The workplan: re measures of success, Mark noted that fails had gone down after the move to T+2 – probably due to a renewed focus on process.
- The draft letter to associations/infrastructure/ vendors, which members could tailor to their needs.

14. Other Issues as Raised

None raised.

15. Next Meeting

Tuesday, January 19, 2015, 2:00 p.m. ET, 11:00 a.m. PT

CCMA T+2 Communications and Education Working Group Attendance

Please advise if you identify any names missing or errors

Ms. Karen	Copeland	BMO NB	Unable to attend
Mr. Sahil	Duggal	Broadridge	Unable to attend
Mr. Kratika	Paliwal	Broadridge	Unable to attend
Mr. Andrew	Jen	CIBC	Unable to attend
Mr. Amy	Ramanen	CIBC	Present
Mr. Brett	Merriman	CIBC Mellon	Present
Mr. Mark	Austin	Connor Clark Lunn	Present
Ms. Amie	Lauder	Franklin Templeton	Present
Ms. Diane	Gomes	GMP Securities	Present
Mr. Joe	Riga	GMP Securities	Rep'd by Diane
Mr. Harold	Walton	GMP Securities	Rep'd by Diane
Mr. Kyle	Bedeau	fundserv	Present
Mr. Blair	Munn	IFDS	Present
Mr. Jack	Rando	IIAC	Present
Ms. Sam	Selvais	Intinfotech	Present
M. Alain	Alexandre	NBC	Unable to attend
Ms. Colleen	Bronson	NBC	Present
Ms. Cecile	Orlup	NBC	Unable to attend
Ms. Laurie	Clark	Smarten Up Institute	Unable to attend
Mr. Brant	Buckley	TD	Present
Mr. Rob	Candido	TD	Rep'd by Brandon
Ms. Tracey	Randell	TD	Rep'd by Brandon
Mr. Chris	Wilkinson	TD	Rep'd by Brandon
Mr. Zain	Yusuf	TD Securities	Unable to attend
Ms. Carrie	Tuck	Vanguard	Present
Mr. Keith	Evans	CCMA	Present
Ms. Barb	Amsden	CCMA	Present

Rolling Action Item List

Action	Who
1. Circulate approved CEWG mandate	Done
2. Circulate link to U.S. T+2 submission to SEC (U.S. T+2 Playbook), expected to be available on December 18	Done; Note: This will be added to the updated website when available.
3. Circulate UST2 newsletter when available	Done
4. Investigate website update that leaves management/updating of CCMA website in easy control of CCMA staff or designates	Done; on agenda
5. Circulate asset list, with items affected by the move to T+2	Done
6. Cross-reference to U.S. asset list that is in the U.S. T+2 Playbook	B. Amsden
7. Prepare “DIY” presentation to help prepare less-resourced firms	Transferred to workplan
8. Update and recirculate proposed CEWG milestones	Done
9. Propose Issue Log items that will be used as updates to the T2SC	Done; Note: Barb to periodically update and now on workplan
10. Complete actions on the attached Workplan	Transferred to workplan
11. Draft generic e-mail/letter to associations (and vendors) to build awareness or seek closer engagement (get to link to CCMA, receive newsletters, partner, allow speaking at events, etc.)	Done; transferred to workplan
12. Contact associations/organizations agreed to for information or to encourage participation	Note: Members as noted
From December 1 Meeting	
13. Carry forward CEWG measures of success to a future agenda (e.g., number of associations reached)	Done; Note: To be in communications plans
14. Set up to identify T+2 and CCMA references in media	Done
15. Prepare standby response in case of sudden or negative media	Transferred to workplan
16. Identify spokespeople from within firms for direct commentary (e.g., Atul Tiwari)	Members; TSC
From November 19, Meeting	
17. Provide list of known/expected industry events, dates if available	Members (ongoing)
18. Provide diagram of industry stakeholders	Members

FOR DISCUSSION Communications and Education Working Group Workplan

Tool	When	Who
Planning and Administration		
1. Plan – Milestones	Jan. 5, 2016	Done
2. Plan – Communications plan per audience, with spokespeople/champions per industry segment	First draft January 19, 2016	Gap analysis with U.S. Industry plan: Jack, Keith, Mark Regulatory plan: Draft 1 done Media plan: Brent, Colleen, Amie with key messages and measures of success
3. Issue Log	Jan. 5, 2016 and Ongoing	Done; Note: Barb to periodically update
Dissemination Tools		
1. Dissemination – Contact database expansion for associations, unaffiliated firms, regulators, media	Blast early January Ongoing otherwise	Barb to get regulatory contacts and add other contacts for infrastructure, vendors, associations, etc. to excel database; add C.D. Howe; contacts for media to come from members
2. Dissemination – Website	January	Keith with Barb and CEWG input on buttons and bars, links to U.S. site, content; ask other associations to link to CCMA website and CCMA website in rare occasions would link to T+2 specific issues on specific other sites (e.g., FundSERV re fund matters)
3. Dissemination – Newsletter	Late Feb./early March, 2016	Outline on agenda; Barb to draft with member input; Colleen to proof; Brent to format?
4. Dissemination – News Release(s)		Amie/Barb (stand-by is unlikely to be used as issue is not really political, industry driven rather than regulatory and not overly sensitive)
a. Stand-by for “where is Canada?”	January 19, 2016 Late Feb./early	
b. Kick-off and announce event	Mar., 2016	
5. Dissemination – Industry Channels (vendors/service providers, infrastructure, associations)	January 19, 2016	Barb (based on association letter; include IFDS example?)
6. Dissemination – Events	March 31, 2016	On agenda
7. Dissemination – Webinars	March 31, 2016	Laurie to lead/help from Barb, Keith, CEWG

Tool	When	Who
8. Dissemination – LinkedIn	March 31, 2016	TBD
Supporting Collateral Material		
1. Timeline (Can vs U.S.)	December/ongoing	Barb to give Brent
2. Letter to associations, vendors, regulators and infrastructure		Drafted; Barb to update for OWG and LRWG comments and those responsible to send
3. Customizable articles	Ongoing	Barb to draft piece for Wealth Professional
4. DIY Powerpoint for small firms, those behind in preparation	March 31, 2016	TBD CEWG
5. Update general Powerpoints	Ongoing	TBD ; based on Keith's with member review
6. Media kit	Late Feb./early March, 2016	Amie to determine what is required
7. FAQs	Jan. 19, 2016	Done: Note: Second set and updates to follow later
8. Key messages (and benefits) per target audience	Late Feb./early Mar., 2016	TBD (borrowing heavily from U.S. and lead in key associations?)
9. Stats (Can vs U.S.)	Jan. 19	Keith to get/understand Canadian stats; Brent (maybe also Keith and Mark) to obtain comparison to U.S. settlement process (no U.S. requirement to match before settlement so details not locked in, which leads to fails and unwinds –m stats may not be as relevant as for T+1, but are measurable – to be reviewed later; Brent noted custodians may have stats match for foreign clients (would require aggregation by trusted individual)
10. Asset list (Canada and compared to U.S.)	Jan. 19	Draft done; Keith/Barb for first update of Canadian asset list; Barb to map to U.S.; Mark to review
11. Comparison with other countries	Jan. 19, 2016	Keith , e.g., re Australia/New Zealand and map for other countries
12. Expectations of end clients by segment	Review later	TBD
13. Readiness checklist(s) by segment	Feb. 28, 2015	Barb with last checklist; Jack for IIROC dealers, Mark for asset managers, Brent for custodians, others?
14. Survey(s)	Review later	TBD and as required

Tool	When	Who
15. STP Primer – “good enough” for re-use and any materially out-of-date bits	Jan. 19, 2015	Amy/Amie
16. Learnings from Europe, other countries	Ongoing	Mark has provided material, Barb to contact Bob Shaw; Keith for U.S. and elsewhere; vendors