

### SASI KEY EVENTS 2011

DATE/PERIOD	EVENT	TARGET AUDIENCE	NATURE
March 2011	Release of 2 <sup>nd</sup> edition of SASi Saver's Review	Policy makers Regulatory bodies	Media conference
June 2011	Youth Financial Literacy day	Youths 16 – 25 years <ul style="list-style-type: none"> <li>• School and tertiary</li> <li>• Employed</li> <li>• Youth clubs</li> </ul>	Conference/ exhibition
July 2011	Launch for Savings Month – conference	<ul style="list-style-type: none"> <li>• Policy makers</li> <li>• Regulators</li> <li>• Practitioners</li> <li>• Media</li> <li>• Researcher/Academia</li> </ul>	Media Breakfast
	Savings Roundtable		Conference
	Teach Children to Save (TCTS-SA 2011)		Media campaign
	Varsity Financial Literacy Campaigns		School visits Varsity visits
August 2011	Women's Savings Financial Literacy day	Women 16 years + e.g. <ul style="list-style-type: none"> <li>• School and tertiary</li> <li>• employees</li> <li>• Stokvels</li> <li>• savings clubs</li> <li>• women clubs</li> <li>• NGOs</li> </ul>	Conference/ exhibition
Nov 2011	Festival Season Savings Campaign	<ul style="list-style-type: none"> <li>• Consumers</li> <li>• Regulators</li> <li>• Practitioners</li> <li>• Media</li> <li>• Researcher/Academia</li> </ul>	Media conference Mall visits Focused group workshops Media campaign