



The Pension Communications Project 2010

A global project to collect examples of **excellent communications** between retirement plans and participant employees.

Defined Contribution (DC) pension plan members in the UK have **low engagement** with their retirement benefits.

To help address this important issue, eight leading UK pensions industry firms, including the National Association of Pension Funds, the leading voice of workplace pensions in the UK, have sponsored a project to learn from examples of pensions **workplace communications excellence** around the world.

The project focuses on countries such as the US, Canada and Australia where DC workplace pensions (or *retirement* or *superannuation*) communications **expertise is well established**.

Spence Johnson, a specialist London research firm managing the project, will reach out to pensions/retirement/superannuation industry professionals around the world during Q1 2010 to ask for their **help in identifying**:

Examples of **excellent workplace communications campaigns**

Spence Johnson will also seek interviews with the plan professionals or advisers responsible for these campaigns to **understand better**:

The **rationale or strategy** supporting each campaign.

In return for this help, Spence Johnson will provide a **free summary of the project findings**, including many examples of excellence in pension communications from around the world.

Leading Project Sponsors



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If you want to know more about participating please go to <http://www.spencejohnson.com/PensCommsProj2010.html>

January 2010