

# Communications – Making Information Matter

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*Who should read this?* Any trustee who wants their scheme’s communications to improve member knowledge, experience and engagement or requires better reporting information.

## Supporting the member experience

In recent years, UK pensions have undergone relentless reform. Whether these changes apply to wider pension law, or take place at a scheme-specific level, they almost always lead to significant member communication exercises.

When pension arrangements change, members will normally need to make a decision, or take action in some way. Exercises like these can place members in situations they find difficult to understand.

With this in mind, it is vital that they receive clear, concise materials which help them make informed choices and reassure them that the trustees are looking after their interests. We can support you in providing greater peace of mind and better understanding – reducing their uncertainty, and minimising member queries.

## About Aon’s communication capability

We have a proven track record of providing materials for a diverse range of projects and campaigns. Our expert team includes experienced consultants, copywriters, designers and production specialists.

## Our approach

<b>Research</b>	<p>We will:</p> <ul style="list-style-type: none"><li>• discuss with you in detail the nature of the project, your requirements, target audience and past experience</li><li>• share some client stories with you to demonstrate our approach to other, similar projects</li><li>• establish your goals and deadlines</li></ul>
<b>Proposal</b>	<p>We will prepare a detailed proposal covering:</p> <ul style="list-style-type: none"><li>• the scope of what we will deliver and what it will achieve</li><li>• key messages</li><li>• different audiences (if applicable)</li><li>• project timetables and fee estimates</li></ul>
<b>Decision</b>	<p>We build in any changes you require to our proposal, agree the final scope with you, and start work</p>

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## Find out more

For more information on our communication services get in touch with your usual Aon contact or alternatively contact:

**Anne Oliver**  
+44 (0)1372 733230  
anne.oliver@aon.co.uk

**Creation** We will create content and design in line with your brief, building in your comments at each review stage. When you are happy with the finalised materials, we will issue them to you (if electronic) or move into production (if printed).

**Production** Before producing final copies, we go through the quality assurance processes we have in place, including proof-reading, and checking a proof supplied by the printer before running copies. Strict controls and further checks are used by our printers for any projects involving data and variable content, or collation.

**Analyse** Once the materials have been issued, we review the project and measure its success.

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## Sample projects

We have extensive experience in assisting trustees with various communications programmes. Here are some example projects to suit different budgets and requirements.

### Core Products – ‘standard’ versions are available to meet basic requirements

- Trustee reports
- Annual scheme benefit statements
- Statutory funding statements
- Member-nominated trustee exercises
- Pension increase exercises
- Enhanced transfer value exercises
- Legislative leaflets
- Scheme mergers

### Tailored ‘added value’ materials and/or bespoke solutions

- Total reward statements
- One-off and annual newsletters
- Interactive guides
- Consultation materials
- Defined contribution engagement exercises
- Auto-enrolment tool kits
- Salary sacrifice
- Microsite
- Web portals

## Working with us

We are well-placed to support your short-term or ongoing communications programme.

- A dedicated communications team
- Strategic consultancy and planning
- Copywriting in line with Plain English Campaign standards
- Creative visual design and brand concepts
- Efficient production management
- Reliable data, print and fulfilment suppliers

## About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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