



ICPM-Maastricht Program on Trust-Building Through Effective Communication

Pension leaders are increasingly aware of the importance of effective pension communications to **strengthen engagement with members, build loyalty and trust, and properly steer a fund over the long-term, including through times of crisis**. Ensuring effective and appropriate communications with members is not just an operational obligation, it is a topic of strategic relevance for pension plans.

In response to this need, ICPM and UMIO|Maastricht University, the executive education department of the School of Business and Economics, have developed an immersive education retreat where board members and senior-level communication specialists will explore best practices in pension communications and member engagement.

Quality networking opportunities for board members through:

- Interactive dinner workshop at Sjieke Kookpunt where participants will prepare meals under the guidance of a chef.
- Dinner at Château Neercanne, where leaders of the member states of the European Union dined when signing the Maastricht treaty.



"The research speaks for itself. The way pension funds communicate with their members has a significant impact on the decisions they make when it comes to saving for retirement."

Lisa Brüggén Academic Director



"It is clear that improving member engagement has become an urgent priority for pension sector leaders around the world, especially in light of recent and upcoming pension reforms."

Rob Bauer ICPM Associate Director of Education



Participants will learn:

- Insights and best practices from **international pension institutions** from Australia, Canada, Chile, Denmark, Sweden, the United Kingdom, and the United States
- How to identify and account for (implicit) **member preferences** regarding risk preferences and responsible investing.
- The impact of **artificial intelligence** and other technological developments on pension communications
- The role of behavioral biases and heuristics in retirement decision-making, including evidence that framing (changing the words but not the content) can **double response rates**
- How to ensure a pension fund's board of directors is **representative of its member base** and well equipped to communicate effectively with members

Pension Communications & Member Engagement Program

Space limited to 35 participants



Date

October 4-6, 2023



Fee

2950 Euros

*Excluding all travel and hotel arrangements.
ICPM Research Partners receive a 15% discount.*



Location

Maastricht University School
of Business and Economics,
Netherlands

Register now