



ICPM-Maastricht Program on Building Trust with Members & Stakeholders



PROGRAM INFORMATION



November 6-8, 2024

Maastricht School of Business and Economics, Netherlands

www.icpmnetwork.com/education



ICPM-Maastricht Program on Building Trust with Members & Stakeholders

Pension leaders are increasingly aware of the importance of effective communications to strengthen engagement and build trust with members as well as stakeholders such as the public and government. Managing reputation risk and ensuring strong communications with members and stakeholders is not just an operational obligation, it is a topic of strategic relevance for pension plans to properly steer a fund over the long-term, especially in times of crisis.

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 to explore best practices in pension communications** with particular relevance to board members, senior-level communications and public affairs specialists, stakeholder and government relations leaders, investment strategists and pension policy experts.

Quality networking opportunities for board members through:

- Networking dinner at Thiessen, the oldest wine shop in the Netherlands.
- Dinner at Château Neercanne, where leaders of the member states of the European Union dined when signing the Maastricht treaty.



"Everything we do hinges on communication. The program gave me an insight into effective communication through the presentations and was enriched by the good discussions with an international group of board members and communication specialists. I would definitely recommend this to other board members and I would also recommend doing this together with a communications specialist from your fund."

Selma Skalli-Gouderjaan

Board Chair, Pensioenfonds Detailhandel,
Netherlands



"The program opened my eyes to the various types of market research and behavioural science insights that I can leverage to make more informed decisions about the effectiveness of our communications and member engagement strategies. I wholeheartedly recommend this program to other pension funds. The quality of instruction is excellent."

Jackie DeSouza

Vice President, Pension Communications &
Engagement, OMERS, Canada



Participants will learn:

- **Insights and best practices** from pension institutions from around the world
- **How to engage members on complex decisions**, and incorporate risk and responsible investing preferences in a way that fosters trust
- **How to effectively manage relationships with external stakeholders** which can include the public, government, unions, associations and others
- **Managing reputation risk** and the role pension funds should play in the face of large pension reforms and volatile policy environments
- **The impact of artificial intelligence** and other technological developments on pension communication
- **The latest research** on the role of behavioral biases in retirement decision-making
- **The role of pension boards in overseeing member engagement** and communications strategies and ensuring their alignment with investment policies

Program on Building Trust with Members & Stakeholders

Space limited to 35 participants



Date

November 6-8, 2024



Fee

2,825 Euros up to and including July 15
2,975 Euros after July 15

Excluding all travel and hotel arrangements.



ICPM RP Discount: ICPM Research Partners receive an **extra 15% discount**



Location

Maastricht University School of Business and Economics,
Netherlands

Register now