



## ICPM-Maastricht Pension Communications & Member Engagement: From Operational Obligation to Strategic Relevance

Pension leaders are increasingly aware of the importance of pension communications to **strengthen engagement, build loyalty and properly steer a fund over the long-term, including through times of crisis**. Where pension communications have traditionally been seen as an operational obligation, ensuring effective and appropriate communications with members has been identified as an important strategic topic.

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 and 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 Brüggem** 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 Executive Director



### Participants will learn:

- 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**
- The impact of **artificial intelligence** and other technological developments on pension communications
- How to identify and account for (implicit) **member preferences** regarding risk preferences and responsible investing.
- Insights and best practices from qualitative research that explores **international pension institutions** from Australia, Canada, Chile, Denmark, Sweden, the United Kingdom, and the United States
- **Implications for the board**, including board composition that is representative of members' interests and culture, as well as availability of adequate skills and competencies for pension communications

## Pension Communications & Member Engagement Program

Registration to Open Soon – Space limited to 35 participants



### Date

2023 dates to be confirmed

*Stay tuned for more details.*



### Location

Maastricht University School of Business and Economics, Netherlands