

“How to communicate to really engage”

Vera Miller
ESB, Trustee Defined Contribution Pension



Consider this



About the Scheme



Some background

1991

Everyone is
automatically
enrolled



2000



4000

33

Average Age

€150 Million

Assets

8% Employer 5% Member



ESB Pensions

So what do ESB do?



So what does not work?



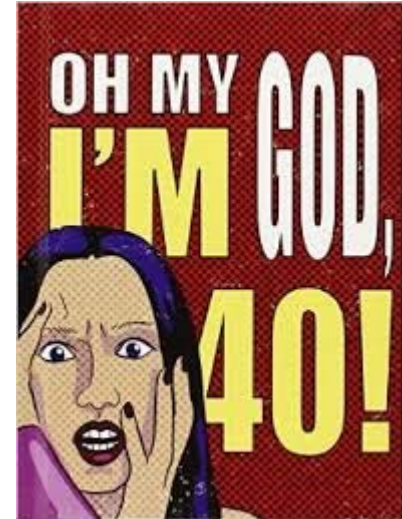
**CALLING ALL
YOUTH**



ESB Pensions

What works?

- Dedicated Pensions Office
 - Staff Induction
 - Team briefings countrywide
 - Lunch & Learns
 - Focused Electronic Newsletter



What really works?



What about Me?



What about you?



Your responsibilities

- How do you communicate?
- How are you and your Trustees delivering on your responsibilities?
- Is the information
 - Easy to understand?
 - Easy to access?
 - Relevant?

No magic answer



Have to keep trying, everything