

Appendix 1

Communications strategy - Valuations 2022

Preparation	October 2021	In-Form – <i>small feature (raise awareness)</i>
	January 2022	In-Form – <i>small feature (raise awareness)</i> Valuation 2022 webinar – <i>(raise awareness, set out timeline)</i>
	February 2022	Email – <i>(requesting year-end data and reminder of deadlines)</i>
Data (collection/processing)	March 2022	Year-end webinar – <i>(training for data submission & slide dedicated to valuations)</i>
	April 2022	In-Form – <i>(large feature - reminder of timeline, year-end training focused issue)</i>
	May 2022	Email – <i>(reminder of timeline and forthcoming deadlines)</i>
Results	July 2022	In-Form – <i>(small feature - set expectations for results communications)</i>
	September 2022 onwards	Email/reports – <i>(distribute individual reports, with explanation and answer to key questions tailored to individual employer category)</i>
	November 2022	Email – <i>(invitation to PGM)</i>
	December 2022	Pensions General Meeting (PGM) – <i>(Presentations and offering of face discussions with Fund Actuaries)</i>
	February 2023	Email – <i>(confirmation individual reports have been issued, reminder to apply new contribution rates)</i>
	March 2023	Website – <i>(update contribution rates, add Fund valuation report)</i> Email – <i>(advise employers the report is available online)</i>