



# MEDIA PACK 2019

PMI SPONSORSHIP OPPORTUNITIES

Commercial Development  
[marketing@pensions-pmi.org.uk](mailto:marketing@pensions-pmi.org.uk)

## Our members

We have more than 6,000 members from 32 countries including India, and the UAE. 95% of our members are found in the UK, and 85% of members work in the private sector.

### Employment profile:

<ul style="list-style-type: none"> <li>- Pensions Managers (private sector) <b>31%</b></li> <li>- Consultancy <b>22%</b></li> <li>- Administration <b>16%</b></li> <li>- Trustee <b>14%</b></li> </ul>	<ul style="list-style-type: none"> <li>- Law <b>5%</b></li> <li>- Pension Managers (public sector) <b>5%</b></li> <li>- Actuarial <b>3%</b></li> <li>- Accountancy <b>3%</b></li> <li>- Life Insurance <b>1%</b></li> </ul>
--	---

### Field of work:

<ul style="list-style-type: none"> <li>- Administration</li> <li>- Pensions Management</li> <li>- Consultancy</li> <li>- Trusteeship</li> <li>- Employee Benefits</li> <li>- Technical and Documentation</li> <li>- Actuarial</li> <li>- Financial Services</li> <li>- Investments</li> <li>- Legal</li> <li>- Payroll and Accounts</li> <li>- IT and Systems</li> <li>- Communications</li> </ul>	<ul style="list-style-type: none"> <li>- Compliance</li> <li>- International Services</li> <li>- Pension Transfer Specialist</li> <li>- Reward</li> <li>- Secretariat</li> <li>- Secretary to Trustee</li> <li>- Education</li> <li>- Insurance</li> <li>- International Affairs</li> <li>- Government</li> <li>- Education</li> <li>- Accounting</li> </ul>
--	--

### Member Engagement:

- **100%** of PMI members confirmed that the majority of their pensions knowledge was updated through a combination of PMI online and offline media channels.
- **95%** of members find 'A Month In Pensions' relevant and useful to their field of work.
- **76%** of members find the service directory and recruitment advertising displayed in our member magazine very useful.
- **83%** of members read and refer to most issues of our member magazine, Pensions Aspects.
- **81%** of members use the PMI website to keep their knowledge up to date.
- **71%** of members attend PMI events to expand their knowledge of pensions.

**Members' reading preferences are:**

- Pensions Aspects <b>95%</b>	- Pensions Expert <b>51%</b>
- Pension Aspects Technical News <b>86%</b>	- Pensions Insight <b>47%</b>
- Professional Pensions <b>81%</b>	- Employee Benefits <b>42%</b>
- Pensions Age <b>71%</b>	- Investment & Pensions Europe <b>33%</b>
	- Reward <b>28%</b>

**Members' preferred ways of accessing industry content is:**

- Online <b>73%</b>	- Print <b>65%</b>
---------------------	--------------------

**On what devices do members view online industry content?**

- Computer <b>82%</b>	- Smart Phone <b>11%</b>
	- Tablet <b>8%</b>

**Members' preferred formats for receiving industry content:**

- Articles <b>87%</b>	- Videos <b>14%</b>
- Webinars <b>27%</b>	- Infographics <b>10%</b>
- Events <b>20%</b>	- Whitepapers <b>9%</b>
	- Blogs <b>8%</b>

**Members' preferred ways of sharing information**

- Email <b>79%</b>	- Internal Communications <b>4%</b>
- LinkedIn <b>10%</b>	- Facebook <b>2%</b>
	- Twitter <b>1%</b>

**What member benefits do PMI members find the most useful?**

- Pensions Aspects Technical News <b>59%</b>	- Pensions Careers Online (jobs board) <b>17%</b>
- Pensions Aspects <b>45%</b>	- PMI Regional Groups <b>16%</b>
- Pensions Age <b>40%</b>	- PMI TV <b>14%</b>
- Online CPD Recording Tool <b>26%</b>	- PMI Extra <b>11%</b>
- Events <b>21%</b>	

**Members' biggest challenges in 2018:**

- GDPR <b>16%</b>	- Auto-enrolment <b>5%</b>
- Member Engagement <b>7%</b>	- Investment Uncertainty <b>4%</b>
- Defined Benefit <b>7%</b>	- GMP <b>4%</b>
- Regulation <b>7%</b>	- New Business <b>4%</b>
- Resource/Workload <b>7%</b>	- Mastertrusts <b>2%</b>
- Brexit <b>7%</b>	- Governance <b>2%</b>
	- Recruitment <b>2%</b>

**What do members want from the PMI?**

- Learning <b>40%</b>	- Voice <b>15%</b>
- Industry Updates <b>25%</b>	- Insight <b>10%</b>
- Career Development <b>15%</b>	

## Our events

We hold regular conferences and seminars throughout the year in a variety of formats such as webinars and live events. Participation in our events also helps our qualified members fulfil their Continuing Professional Development (CPD) requirement.

Our events are designed to support members, and the wider industry, with stimulating content, top quality speakers, vigorous debate, knowledge, and excellent networking opportunities. Our events attract a high level of attendance.

### Event categories

<p><b>PMI Academy ‘Introductory Pensions and Trustee Workshops’</b></p>	<p>Our introductory workshops are designed specifically for those that are new to the pension industry or have limited pensions knowledge.</p>
<p><b>PMI Academy ‘Technical Seminars’</b></p>	<p>Our technical seminars are designed for those with a robust knowledge of the pensions industry but require guidance on a specific pensions-related issue.</p>
<p><b>PMI Academy ‘Pensions Masterclasses and Teach-ins’</b></p>	<p>Our masterclasses and teach-ins are aimed at those that require a ‘deep dive’ into a pensions issues or topic.</p> <p>We can run bespoke events tailored to an organisation’s requirements.</p>
<p><b>PMI Pension Conferences</b></p>	<p>Our conferences are aimed at specific areas of the pensions industry and are designed to cover hot topics and issues, and provide debate.</p>
<p><b>PMI Pension Roundtables</b></p>	<p>Our roundtables are panel discussions covering a pensions issue and run for two hours. These events are aimed at specific areas of our membership such as trustees.</p>
<p><b>PMI Annual Lecture</b></p>	<p>The annual PMI lecture is an initiative to help members and the wider pensions industry engage with topics that could have an impact on the pensions landscape.</p> <p>Our recent speakers have included Baroness Greenfield, Neuroscientist, and Tim Harford, the Undercover Economist.</p>

<b>2019 event calendar</b>			
<b>PMI Academy / Introductory workshops</b>	<b>Date</b>	<b>Location</b>	<b>Venue</b>
<i>Introduction to UK Pensions</i>	March	London	TBC
<i>Introduction to UK Pensions</i>	September	London	TBC
<i>Introduction to UK Pensions</i>	October	Leeds	TBC
<i>Secretary to Trustee</i>	October	London	TBC
<b>PMI Conferences</b>			
<i>Pensions Aspects Live Conference, exhibition &amp; dinner</i>	3 April	London	IET Savoy and the Savoy Strand WC2R 0EZ
<i>Trustee Workbench Conference &amp; exhibition</i>	6 June	London	The Grange City, 8-14 Cooper's Row, EC3N 2BQ.
<i>DC Workplace Symposium Conference &amp; exhibition</i>	10 October	London	The Grange City, 8-14 Cooper's Row, EC3N 2BQ.
<i>PensTech Admin Summit Conference &amp; exhibition</i>	7 November	London	The Grange City, 8-14 Cooper's Row, EC3N 2BQ.
<b>PMI Annual Lecture</b>			
Topic to be decided (TBC)	September	London	TBC
<b>PMI Webinars</b>			
A range of pensions-related content tailored for members including trustees.	Throughout 2019	Virtual	TBC
<b>PMI Roundtables</b>			
A range of pensions-related content tailored for members including trustees.	Throughout 2019	London	TBC

Our programme of events is added to regularly. For an up-to-date list of activities, please contact [events@pensions-pmi.org.uk](mailto:events@pensions-pmi.org.uk)

For details on our bespoke pension masterclasses and teach-ins, please contact [marketing@pensions-pmi.org.uk](mailto:marketing@pensions-pmi.org.uk)

## Sponsoring our conferences

Our conferences are attended by PMI members and non-members drawn from industry, and also organisations looking for solutions to their pensions and reward challenges.

We believe our conferences present a unique opportunity for sponsors to connect with senior members of the institutional pensions landscape, and to discuss pension issues with both employer and member-nominated trustees.

We have designed our conferences to cater for both the needs of sponsors and also delegates by offering a range of networking, exhibition, branding, and panel discussion opportunities.

Sponsorship packages	Fee	Positioning
Platinum	£21, 000	Lead event supporter
Gold	£15,000	Stream supporter
Silver+	£10,000	Event or hospitality supporter
Silver	£7,500	Networking supporter
Bronze	£3,500	Exhibitor
Registration desk & delegate badges	£4, 000	A delegate supporter
Delegate pack	£2,500	A delegate supporter
Lanyard	£2,000	A delegate supporter
Full page advert in delegate pack	£400	Supporter
Half page advert in the delegate pack	£200	Supporter

## **Platinum conference sponsorship**

### ***Lead event supporter***

#### **Branding**

- Sponsor's branding and sponsorship acknowledgment on all-related print and electronic conference marketing collateral leading up to the conference and on the day such as brochures, delegate packs, landing pages, PowerPoint slides, and emails
- Use of the PMI brand in the sponsor's pre-conference promotional materials only
- 3x dedicated emails for the sponsor's use to our members
- 4x full page advert for the sponsor's use in Pensions Aspects magazine leading up to the event. Can be an advertorial or a promotional advert
- Media invited to attend the event but we cannot guarantee attendance or coverage

#### **Positioning**

- President's mention in 'welcome to the conference' speech and throughout the day
- Company logo included on screen in the main auditorium and where appropriate
- One conference panel slot on a relevant pensions topic agreed with the PMI
- Signage on the day will carry the sponsor's logo where appropriate

#### **Networking**

- A list of opted-in delegates in advance and after the event
- 4 delegate passes for the sponsor's use which grant access to the 1-day annual conference, exhibition and networking function. (Tickets must be pre-registered)
- Additional tickets can be purchased with a 30% discount applied

#### **Exhibition**

- 1x (2x3m) exhibitor space included at a prime location with 2 exhibitor passes for stand personnel

***£21K+VAT***

## Conference sponsorship packages

Gold Stream supporter	Silver+ Event supporter	Silver Networking supporter
<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>Flagship stream branding and use of the PMI brand in pre-event marketing materials only</li> <li>President's mention in welcome and closing speech</li> <li>Chair's mention in the sponsored stream welcome speech</li> <li>1x panel slot in the sponsored stream</li> <li>Company logo and profile listed in the delegate pack distributed to delegates</li> <li>2x dedicated emails to PMI members</li> <li>2x 1 full page advert in Pensions Aspects magazine</li> </ul>	<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>Event branding and use of the PMI brand in pre-event marketing materials only</li> <li>President's mention in welcome and closing speech</li> <li>Company logo and profile listed in the delegate pack distributed to delegates</li> <li>Company mentioned on all digital touchpoints to delegates/ potential delegates</li> <li>1x dedicated email to PMI members</li> <li>1x 1 full page advert in Pensions Aspects magazine</li> </ul>	<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>Event branding and use of the PMI brand in pre-event marketing materials only</li> <li>President's mention in welcome and closing speech</li> <li>Company logo and profile listed in the delegate pack distributed to delegates</li> <li>Company mentioned on all digital touchpoints to delegates/ potential delegates</li> <li>1x 1 full page advert in Pensions Aspects magazine</li> </ul>
<p><b>NETWORKING</b></p> <ul style="list-style-type: none"> <li>3x delegate passes for the stream sponsor which grant access to the 1-day annual conference, exhibition and networking function. Must be pre-registered</li> <li>Additional tickets can be purchased with a 20% discount applied</li> </ul>	<p><b>NETWORKING</b></p> <ul style="list-style-type: none"> <li>2x delegate passes which grants access to the 1-day conference, exhibition and networking function. Must be pre-registered</li> <li>Additional tickets can be purchased with 15% discount applied</li> </ul>	<p><b>NETWORKING</b></p> <ul style="list-style-type: none"> <li>1 delegate passes which grants access to the 1-day conference, exhibition and networking function. Must be pre-registered</li> <li>Additional tickets can be purchased with 10% discount applied</li> </ul>
<p><b>EXHIBITION</b></p> <ul style="list-style-type: none"> <li>1x (2x3m) exhibitor space included at a prime location with 2x exhibitor passes for stand personnel</li> </ul>	<p><b>EXHIBITION</b></p> <ul style="list-style-type: none"> <li>1x (2x3m) exhibitor space included with 2x exhibitor passes for stand personnel</li> </ul>	<p><b>EXHIBITION</b></p> <ul style="list-style-type: none"> <li>1x (2x3m) exhibitor space included with 2x exhibitor passes for stand personnel</li> </ul>
<b>£15K + VAT</b>	<b>£10K +VAT</b>	<b>£7.5K+VAT</b>

## Additional sponsorship opportunities

Opportunity	Includes	Fee
<b>Bronze</b>	<b>Exhibitor</b> <ul style="list-style-type: none"> <li>• 1x (2x3m) exhibitor space included with 2x exhibitor passes for stand personnel</li> <li>• Company logo and profile listed in the delegate pack distributed to delegates</li> <li>• Company mentioned on all digital touchpoints to delegates/ potential delegates</li> <li>• 2x delegate passes granting access to the 1-day conference, exhibition and networking function. Must be pre-registered</li> <li>• Additional tickets can be purchased with 10% discount applied</li> </ul>	<b>£3.5K +VAT</b>
<b>Delegate supporter</b>	<b>Registration desk &amp; delegate badges</b> <ul style="list-style-type: none"> <li>• Sponsor branding on registration desk</li> <li>• Sponsor branding on badges with short slogan/ organisational logo</li> <li>• 2x delegate passes granting access to the 1-day conference, exhibition and networking function. Must be pre-registered</li> <li>• Additional tickets can be purchased with 10% discount applied</li> </ul>	<b>£4K +VAT</b>
	<b>Delegate Pack</b> <ul style="list-style-type: none"> <li>• Sponsor branding on delegate pack</li> <li>• 1x full page advert in delegate pack</li> <li>• 1x full page article in delegate pack</li> <li>• 2x delegate passes granting access to the 1-day conference, exhibition and networking function. Must be pre-registered</li> </ul>	<b>£2.5K +VAT</b>
	<b>Lanyards</b> <ul style="list-style-type: none"> <li>• Sponsor branding on lanyard (ribbon)</li> <li>• 2x delegate passes granting access to the 1-day conference, exhibition and networking function. Must be pre-registered</li> </ul>	<b>£1.8K +VAT</b>
<b>Supporter</b>	Full page advert in the delegate pack	<b>£400+VAT</b>
	Half-page advert in the delegate pack	<b>£200+VAT</b>

## Our conferences in detail

### Pensions Aspects Live: conference & exhibition 2019

Wednesday 3 April 2019 8am until 5pm	IET London Savoy Place 2 Savoy Place London WC2R 0BL
---	---

Pensions Aspects Live is aimed at pensions professionals and those working in aligned business areas. The event complements our member magazine, Pensions Aspects, and draws on the current issues and challenges facing employee benefit consultants, administrators, trustees, lawyers and members.

The inaugural Pensions Aspects Live was held on 19 April 2018 at County Hall, London, and was attended by 250 delegates drawn from across the pensions industry. The format consisted of multi-streams that covered defined benefit, defined contribution and administration issues. There were 15 exhibitors and more than 30 speakers.

Our event was recently awarded the silver commendation at the Association Excellence Awards 2018 for Best Association Conference Under 500 Delegates. The judges stated that the event had:

*“Comprehensive information and clear objectives. The event appeared well organised and with appropriate PR support. Good feedback from delegates and sponsors indicating positive relationships and understanding of target audiences.”*

Our delegates in 2018 included:

<ul style="list-style-type: none"> <li>- Trustees</li> <li>- Scheme Managers</li> <li>- Pensions Managers</li> <li>- HR and Payroll</li> <li>- Finance Directors</li> <li>- Administrators</li> <li>- Government</li> <li>- The Pensions Regulator</li> </ul>	<ul style="list-style-type: none"> <li>- Researchers</li> <li>- Secretary to Trustees</li> <li>- Fintech Solution Providers</li> <li>- Communication and Engagement Experts</li> <li>- Lawyers</li> <li>- Advisers/Consultants</li> </ul>
---	---

### Pensions Aspects Live: annual industry dinner 2019

Wednesday 3 April 2019 7pm until 12:30am	The Savoy London WC2R 0EU
---	---------------------------------

270 delegates drawn from across the institutional pensions industry supported our annual dinner in 2018. The after-dinner speaker, Jeremy Vine, was well received and the time-honoured annual PMI President address was again a feature of the night.

<p align="center"><b>Pensions Aspects Dinner sponsorship</b></p>		
<p align="center"><b>Gold A leading sponsor</b></p>	<p align="center"><b>Silver+ Event supporter</b></p>	<p align="center"><b>Silver Networking supporter</b></p>
<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>• Flagship branding and use of the PMI brand in pre-event marketing materials only</li> <li>• President’s mention in dinner welcome speech</li> <li>• Company logo and profile listed on the menu and placed on for each individual on the table</li> <li>• 2x dedicated email for each sponsor</li> <li>• 1x full page advert for each sponsor in Pensions Aspects magazine</li> <li>• Opportunity to have exclusive branding on tables</li> </ul>	<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>• President’s mention in dinner welcome speech</li> <li>• Company logo and profile listed on the menu and placed on for each individual on the table</li> <li>• Sponsor wording: Entertainment kindly supported by ...</li> <li>• 1x dedicated email for sponsor</li> <li>• 1x full page advert for each sponsor in Pensions Aspects magazine</li> </ul>	<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>• President mention at the reception</li> <li>• Company logo and profile listed on the menu and placed on for each individual on the table</li> <li>• Sponsor wording: Networking drinks kindly supported by ...</li> <li>• 1x dedicated email for sponsor</li> <li>• Half page advert for sponsor in Pensions Aspects magazine</li> <li>• Branding on the champagne flutes</li> </ul>
<p><b>NETWORKING</b></p> <ul style="list-style-type: none"> <li>• 3x delegate passes for each sponsor that grant access to the 1-day annual conference, exhibition and networking function. Must be pre-registered</li> <li>• Additional tickets for conference can be purchased with a 30% discount applied</li> </ul>	<p><b>NETWORKING</b></p> <ul style="list-style-type: none"> <li>• 2x delegate passes that grant access to the 1-day conference, exhibition and networking function. Must be pre-registered</li> <li>• Additional tickets can be purchased with 20% discount applied</li> </ul>	<p><b>NETWORKING</b></p> <ul style="list-style-type: none"> <li>• 35% discount on conference delegate passes. Must be pre-registered</li> </ul>
<p><b>DINNER</b></p> <ul style="list-style-type: none"> <li>• 1x table of 10 included in sponsorship</li> <li>• Priority table (best spot) after President’s table and guests</li> </ul>	<p><b>DINNER</b></p> <ul style="list-style-type: none"> <li>• 1x table of 10 included in sponsorship</li> <li>• Priority table</li> </ul>	<p><b>DINNER</b></p> <ul style="list-style-type: none"> <li>• 1x table of 10 included in sponsorship</li> </ul>
<p><b>£15K + VAT</b></p>	<p><b>£10K +VAT</b></p>	<p><b>£7.5K+VAT</b></p>

## Our conferences in detail continued

### Trustee Workbench: conference & exhibition 2019

Thursday 6 June 2019 8am until 5pm	The Grange City, 8-14 Cooper's Row, EC3N 2BQ
---------------------------------------	--

The inaugural Trustee Workbench: conference & exhibition is aimed at our 1,000-strong, trustee group members, and those working in aligned business areas. This event builds on our expertise in helping trustees succeed in their roles, and draws on the current issues and challenges facing both member and employer-nominated trustees.

We expect over 140 trustees to attend and the format will involve multi-streams, workshops and practical case studies focused on areas such as defined benefit investment, covenant, de-risking, and administration issues. We expect to accommodate 10 exhibitors and 20+ speakers.

### DC Workplace Symposium: conference & exhibition 2019

Thursday 10 October 2019 8am until 5pm	The Grange City, 8-14 Cooper's Row, EC3N 2BQ
---	--

The DC workplace symposium: conference & exhibition is aimed at our 6,500 strong membership, finance directors, corporate strategists, HR professionals, and those working in aligned business areas. This event builds on our expertise in auto enrolment and DC governance best practice and draws on the current issues and challenges facing employers, trustees, and DC pension fund members.

We expect over 100 pension professionals to attend and the format will involve multi-streams, workshops, and practical case studies focused on areas such as DC governance, investment choices, wellbeing, member engagement and technology solutions. We expect to accommodate 10 exhibitors and 20+ speakers.

### PensTech Admin Summit: conference & exhibition 2019

Thursday 7 November 2019 8am until 5pm	The Grange City, 8-14 Cooper's Row, EC3N 2BQ
---	--

The PensTech Admin Summit is aimed at in-house pension scheme managers, pension trustees and finance directors who want to keep up-to-date with the latest best practice and trends, meet industry influencers, and find solutions to some of the industry's most challenging issues. The conference will also provide a great networking opportunity for administrators and financial services professionals interested in the pensions space.

We expect over 200 pensions professionals to attend and the format will involve multi-streams, workshops and practical case studies focused on areas such as pensions scams, technology, data issues, member engagement, pensions transfers, and pensions administrative issues. We expect to accommodate 10 exhibitors and 25+ speakers.

## Pensions Aspects: Our member magazine

Pensions Aspects is the Institute’s 10-issue membership magazine and is distributed directly to 6,500 members via a range of print and digital channels. It reaches over 5,000 asset allocators and institutional investors.

<b>Distribution by employee sector:</b>	
In-house private sector scheme 31%	Pension/benefit consultant 22%
Pension administrator 16%	Trustee 14%
Pension lawyer 5%	Public sector scheme 5%
Consulting actuary 3%	Accountant 3%
Life insurance 1%	

<b>Editorial schedule: Copy deadline 8th of the month before issue</b>			
January	Pensions policy & the challenges ahead	June	Pension schemes sustainability and development
February	Member communication and engagement	July-Aug	Pension fund governance and trusteeship
March	Professionalism, education and learning	September	Defined contribution considerations
April	Investment strategies for pension funds	October	Pension administration, innovation and technology
May	Cybersecurity and data management	Nov-December	Derisking

Articles and features are written by recognised industry professionals covering a variety of pensions-related issues including administration, payroll, HR, investment, legal, actuarial, security, CPD, regulation, financial education, retirement funds and much more. The magazine is a trusted and authoritative source of information, not only providing the latest Institute updates, but also offering expert insight and analysis on the current pensions landscape.

Pensions Aspects also features a quarterly technical supplement.

If you are interested in pitching content ideas, or placing content in our member magazine, please contact [media@pensions-pmi.org.uk](mailto:media@pensions-pmi.org.uk) for our rate card and further information.

## **Pensions Aspects Insight Partner & Content Sponsorship Opportunities**

The PMI Insight Partnership enables a partner to build brand awareness by conveying key messages, thought leadership and expertise across a combination of marketing channels. Channels include web, email, editorial content, and speaking opportunities at both roundtables and online broadcasts. This combined approach enable a partner to reach and engage across the PMI membership and wider pensions industry.

There are a number of sectors relevant for the industry including technology, administration, legal, accountancy and investment. Insight Partnerships can also support a theme or major industry issue providing the partner with a platform to demonstrate knowledge, understanding, problem solving capabilities and leadership in the area.

As the PMI prides itself in delivering the highest standard and quality of independent services and information to its members, all relationship will support and uphold PMI's independent position, and professional standing.

### **Partnership Benefits**

Collaborating with the PMI will provide you with the opportunity to increase your exposure within the UK pensions market. As a partner, you will benefit by targeting those influencers and representatives of the PMI membership and create direct association with PMI's valuable, closed and independent marketplace.

By placing your brand, content and information against selected activities and then marketing via selected communication channels into the membership, you will be positioned as a leading PMI content partner and thought leader.

- As a partner of the PMI
- In front of over 6,000 pension professionals across the UK including pension consultants, - pension managers, administrators, trustees and the wider pensions sector
- In association with PMI's reputable independent brand
- As an expert in your field through valued added content, support, members service and advice
- As a valuable source of expertise and first port of call on your specialist issue
- Across all PMI's marketing and PR associated with the PMI Support proposition

<b>Insight partner package (exclusive rights to a content area)</b>	<b>Unit price</b>	<b>Volume</b>	<b>Total price+VAT</b>
500 word article in Pensions Aspects	£500	4	£2,000+VAT
Full page advert in Pensions Aspects	£500	1	£500+VAT
10 service listing in Pensions Aspects	£500	1	£500+VAT
PMI TV	£3,000	1	£3,000+VAT
PMI webinars	£1,500	2	£3,000+VAT
2 delegate passes to 1 flagship event	£250	2	£500+VAT
Insight partner quarterly round up	£500	4	£2,000+VAT
PMI TV quarterly round ups	£500	4	£2,000+VAT
Pensions Aspects eNewsletter (10 editions)	£1,000	1	£1,000+VAT
PMI roundtable arranged by PMI	£5,000	1	£5,000+VAT
PMI Social promotion	£1,000	1	£1,000+VAT
Dedicated PMI website content page	£1,500	1	£1500+VAT
20% off other PMI delegate passes	£0	0	£0
			£22,000+VAT
<b>Additional opportunities</b>			
Bespoke fringe event arranged by PMI at one of our conferences	£7,000	1	£7,000+VAT
Pensions Aspects Special Report (PA Extra). A supplement of focused editorial, offering members in-depth and forward-thinking analysis of a particular topic.	£4,000	1	£4,000+VAT
General website advertising: Leaderboards / MPUs/ Skyscrapers/ takeover	Bespoke packages available		
Content website advertising: sponsored posts such as blog content or whitepapers	Bespoke packages available		
Gated content: opportunity to gather leads from interested subscribers	Bespoke packages available		
Email sponsorship: member or trustee e-newsletters	Bespoke packages available		
PMI TV opportunities: developed in association with Asset.TV: PMI TV provides digital pensions content to trustees, institutional pensions professionals, and over 60, 000 Asset.TV subscribers	£3,000+VAT		

If you are keen to learn more about how your organisation can become a PMI Insight Partner or agree a package of bespoke activities contact our Commercial Director Bob Coppage on [bcoppage@pensions-pmi.org.uk](mailto:bcoppage@pensions-pmi.org.uk)

## PMI Accreditation

PMI Accreditation provides formal independent recognition of high quality programmes and their contribution to the professional development needs of those participating in them. Programmes can include a wide variety of training, development and learning programmes, materials and courses. They may be discrete, unique events or regular sessions, online learning programmes or web based video, internal or commercially focused.

We accredit programmes that contribute directly to raising standards in the field of pensions, employee benefits and retirement savings. PMI Accreditation is distinct from any process of verification or approval that may be undertaken in connection with the delivery of our qualifications. PMI Accreditation does not confer any qualification or membership status on those who undertake accredited programmes. The period of accreditation is linked to the nature of the programme but for ongoing programmes, it is reviewed at least annually.

### Benefits of being accredited

- ability to use the 'PMI Accredited' logo in conjunction with accredited programmes
- an accredited programme can be described as a 'PMI Accredited Professional Programme'
- where relevant, 'PMI Accredited' programmes will meet the requirements of one or all of the various PMI CPD programmes
- independent recognition of high quality which could be shared with clients and potential clients
- meeting the accreditation criteria provides a robust quality assurance process
- closer association with the PMI and our goals, and recognition on our website and in PMI News
- contributing to raising standards in the industry.

### We accredit specific educational programmes, which can include:

- face to face or web based training
- training materials
- web based e-learning/video
- internal or commercially provided training
- seminars/workshops or similar events
- Each specific programme must be individually accredited.

### Accreditation standards and criteria

In order for a programme to be accredited, it must meet the criteria for the quality of content, delivery and outcome. A link to the standards and criteria can be found at the bottom of this page.

### Fees

There will be a fee for accreditation depending on the nature of the programme. In some cases, it may not be possible to ascertain the correct fee until an initial assessment has been made. Please contact us for further guidance.

For further details re accreditation, please contact Bob Coppage, [bcoppage@pensions-pmi.org.uk](mailto:bcoppage@pensions-pmi.org.uk)

