

# Insight Partnership



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 events, roundtables and online broadcasts. This combined approach enables the partner to reach and engage with the PMI membership and wider pensions industry.

## What's included

- Speaking slot at a flagship event.
- Webinar.
- Featured article in Pensions Aspects or a Technical News supplement.
- Service listings in Pensions Aspects.
- Digital banner on PMI's homepage.
- Dedicated email to all members.
- Dedicated PMI website content page.
- Insight partner quarterly round up email.
- PMI social media promotion.
- Contribution to annual report.
- PR – endorsement campaign.

## Highlights

- Be named as a partner of the PMI.
- Get access to over 7,000 pension professionals across the UK.
- Be associated with PMI's reputable and independent brand.
- Be seen as an expert in your field by providing high quality education and guidance to our members and the wider pensions industry.
- Gain exposure and expand your reach.

If you are interested in becoming a partner or would like to find out more, contact [ageorgiev@pensions-pmi.org.uk](mailto:ageorgiev@pensions-pmi.org.uk)

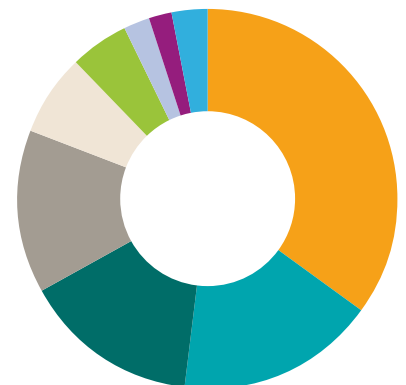
There are a number of sectors available for Insight Partners to cover, including technology, administration, legal, accountancy and investment. Insight Partnerships can also support a theme or major industry issue, providing the partner with a platform to demonstrate knowledge, understanding, problem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

## Audience

We have more than **7,000 members**. 95% of our members are based in the UK, and 85% of our members work in the private sector.

### Employment profile:

- Pensions Managers (private sec) **35%**
- Trustee **17%**
- Administration **15%**
- Consultancy **14%**
- Pension Managers (public sec) **7%**
- Law **5%**
- Actuarial **2%**
- Accountancy **2%**
- Life Insurance **3%**



## 2021 Insight Partners

