

Training sessions

*There's little
point investing in
communications if
we don't understand
where to find
our audience.*



branding and
communications



We provide customised training sessions to help Trustees and scheme representatives improve the way they connect with young savers.

Our practical sessions cover a number of themes and can be tailored so that they focus on your particular requirements and learning style.

The logo consists of the lowercase letters 'sjw' in a stylized, rounded font, centered within a light blue circular background. The letters are a slightly darker shade of blue than the circle.

sjw

How it works:

We start with a phone or email consultation to help us understand you and your scheme. Then we put together an agenda, making sure that it covers any specific objectives or questions you have, and the areas we know you'll need to succeed. We adjust our content so that aligns with your level of knowledge. For example: *'Using Twitter to answer member queries'* isn't going to be much use if your learners don't even know how to use Twitter!

Our pricing is calculated on the number of learners and time required to prepare and deliver the session. We can even help you plan communication training sessions for the year ahead to bring continuity to your professional development programmes.

We can deliver training sessions to:



Small groups and 1:1.



and Trustee boards

To find out what kind of training will best for you email merlyn@sjwbranding.com. We will guide you through the process and give some recommendations.

FREE 1 hour session!

‘Unravelling the Millennial bug’

Ideal for Trustee meetings!



- ▶ We dispel the myths surrounding the creature known as the Millennial and split the fact from the fabrication
- ▶ We'll then give five techniques you can use to connect with Millennials and build greater scheme engagement

All our advice is based on our practical experience working with Millennials and Trustees today. We guarantee you will leave the session with a new view on comms.

“It was a real eye-opener for me. What you said reminded me of how my son and daughter behave – I never thought to apply it to pension communication.”

Experienced scheme secretary

Contact Merlyn Jeffery to arrange your free session and learn something new about your Millennial members. Please email merlyn@sjwbranding.com.

More

For further information

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A large, light blue circular graphic containing the lowercase letters 'sjw' in a stylized, lowercase, sans-serif font, matching the branding.