



Aptia's Communication Practice

Communicating the
complex clearly



Pensions and benefits can be complex for individuals...
your communications don't need to be.

Aptia's Communication Practice helps trustees, sponsors and employers to:

- Explain complex pensions and benefits clearly.
- Improve member understanding and engagement.
- Reduce operational burden and avoidable queries.
- Meet regulatory and accessibility expectations.

We combine deep pensions expertise with professional communications capability to translate technical detail into communications people actually understand and act on.

By tailoring our approach to our clients' needs, we combine strategic insight and practical delivery and create communications that work for their people, scheme and budget.

Who we work with



Trustees | Trustee Boards



Scheme sponsors | Employers



Public and private sector
pension schemes

What we deliver and how we work

Our work spans the full employee lifecycle, from hiring through to retirement.

Propositions

Core (large/complex)
Bundled (small/mid-size)
Public sector (LGPS)

Areas of expertise

Pensions – DB/DC/CDC/Hybrid
Reward and benefits
Pay and Pension Gap

Skills

Consultancy
Copywriting
Creative design

Ways of working

Strategic overview/audits
Ongoing support
One-off projects

Delivery options

Print
Digital
Face to face

Interests

Accessibility
Diversity, Equity
and Inclusion
Analytics and
insight



Example of a member email



Example of a member flyer



Example of a member brochure

The problems we solve

We understand the common challenges our clients face:

1. Communications are rushed, overly technical or reactive.
2. Regulatory change is frequent and difficult to explain clearly.
3. Complex projects create anxiety and confusion.
4. Resources are limited.
5. Internal teams don't always have specialist pensions communication expertise.
6. Communications impact is hard to measure.

We help reduce these pressures by:

- Writing technical pensions language in plain English.
- Designing audience-specific communications.
- Delivering the right message, to the right people, at the right time.
- Building communications into the wider member journey.
- Providing scalable solutions to suit every budget.

This results in better-informed members, fewer queries and greater confidence for trustees and sponsors.



✉ steph.gold@aptia-group.com

☎ 07554 223635

Get in touch with your normal Aptia contact or contact the Communication Practice directly:

✉ pensioncommsuk@aptia-group.com

