



# AIM FOR EMPLOYERS

## MEMBER COMMUNICATION

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Did you know that as a customer of Irish Life Corporate Business, you can avail of an education programme for your employees who are members of your employer sponsored pension plan?

We call this service "AIM" as it encourages members to take an active interest in their pension at an early stage, so they know exactly what they are AIMing for in retirement. This way they won't get a nasty shock when it's too late to do anything about it.

We have a team of suitably qualified professionals (the AIM team) who work in partnership with employers to inform employees about their pension and life assurance plan. There is no charge for this valuable service from Corporate Business.

## WHAT ARE THE BENEFITS OF THIS PROGRAMME?

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- Members take responsibility for their own pension planning and understand the importance of paying the right amount into their pension fund.
- This is a valuable communication exercise which answers a lot of the questions your employees may have on how their pension works, the benefits and investment choices open to them.
- It is suitable for all employees, including young and inexperienced investors.
- It sets realistic pension expectations with your employees.
- It informs your employees on how to make their money work for them with the generous tax reliefs available.
- Members learn how to access their pension plan through use of the online site [www.pensionplanetinteractive.ie](http://www.pensionplanetinteractive.ie).
- Members learn how to use other web supports and pension apps for their phone.

The following services below and overleaf outline the options available to you.

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### ON-SITE PRESENTATION HIGHLIGHT THE FOLLOWING MESSAGES

- You need to take an active interest in your pension.
- Understand that you need to contribute enough while working, to secure a comfortable retirement.
- Decide what level of income you wish to have in retirement and ensure you are saving the right amount to achieve it.
- Generous tax relief makes saving very affordable.
- Making AVCs (Additional Voluntary Contributions) and the difference they can make to your retirement.
- Choosing an investment strategy or fund is an important part of your pension plan.

## 2 ONE-TO-ONE CONSULTATIONS

It is important to give individuals a chance to discuss their own pension needs in a private setting. One-to-one consultations usually take place after the on-site presentation and are a great opportunity for members to talk to a trained industry professional about getting the most from their pension. A member of our AIM team can answer any questions that the member may have as well as running some projections – giving the member a better idea of how much they should be saving in order to have an adequate pension for retirement and explaining the member's investment choices.

## 3 PENSION AWARENESS CAMPAIGNS

It may not always be suitable to make group presentations to staff. The AIM team work closely with an employer to agree how best to run information campaigns to highlight the benefits and understanding of the staff pension plan through the most appropriate communication channels that operate in your employment. This may be through an employer's internal staff internet site, staff magazines, notice boards or other methods.

## 4 AIM HELPLINE

The Aim team operate a helpline for employees who may have questions following an AIM visit or campaign. The team will answer queries members may have in relation to their own personal retirement account under the pension plan. The helpline number is 01 704 18 45 or email [AIM@irishlife.ie](mailto:AIM@irishlife.ie)

The AIM team can provide a combination of all or any of the above services to employer sponsored pension schemes. Contact your Account Manager or John Alford - Client Services AIM Team Manager - to discuss your requirements on 01 856 37 99.



### CONTACT US

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