Sponsorship brochure 2019

Providing essential support to trustees and commitment to the pensions industry
Our vision

The Association of Member Nominated Trustees (AMNT) aspires to be a positive force and prominent voice in the UK pensions industry. We believe that given the inherently complex nature of UK pensions and the increasing burden being placed on trustees that far more support should be available to member nominees in particular.

Our policies are driven by the momentum of the industry and regulation that is under discussion or in construction. Nevertheless our policies do reflect certain core principles of the AMNT.

We think that the beneficial interests of occupational pension scheme members are better served and protected through there being member representation as a substantial part of the governance structure. We seek to work against the undue influence of vested interests within the industry. We endorse policies that recognize and enable member nominees to better carry out their responsibilities - such as training, adequate time allowed for training, the ability to pursue related qualifications and more.

The AMNT represents:

- Hundreds of Member Trustees...
- Supported by the expertise of several prominent corporate sponsors
- From a variety of schemes, large and small
- Representing many Billions worth of assets...

Established in 2010, AMNT is a not-for-profit organisation aspiring to be a positive force and a prominent voice in the UK pensions industry today.
Support
We support sponsors in a number of ways

- Provision of expert knowledge on topics to support MNT’s policy views
- Specific sponsorship for example of a particular event or meeting
- Publicising the association through their contacts e.g. in a mailshot
- Providing online networking platform
- The provision of meeting or training room facilities
- Helping to run a research project, a study or produce a report
- Providing material that can be downloaded free of charge from our website

How can you make a difference?
Becoming a sponsor of the AMNT provides essential support to busy trustees, presenting a commitment to the pensions industry, whilst gaining company exposure through events, webinars and communications.

Brand exposure
More than a website directory

Year on year our surveys reveal that members are most interested in training, networking and thought leadership facilitated by leading pensions brands. This is backed up by our sponsor hosted events which are extremely popular.

Hosting or speaking at an event generates our sponsors the greatest exposure. Your brand will be communicated throughout the process of promoting an event through our email campaigns and social media activity. Then, on the day of the event, we actively manage our social media channels to ensure that our sponsor host/speaker receives further exposure beyond our network and into the wider pensions space, including peers, journalists and pensions professionals. To put this into context, at an event last year, one of our sponsors conducted a systems demonstration to our members. That one-hour session generated 2,000+ impressions on Twitter and over 7,500 impressions for the whole day. Such sessions stimulate conversation amongst our members and give the sponsor a platform to demonstrate their expertise.

Our events calendar is the most visited page on our website. In fact, we believe that our calendar is the most comprehensive anywhere in pensions. It’s a real asset to our brand and it presents a great opportunity for our sponsors to promote their events.

In addition to the calendar we also promote and distribute sponsor content to our network via our email campaigns and social channels. Such content could include thought leadership, bios, white papers, video and infographics.

Our approach to sponsor promotion is less about funnelling viewers to sponsor pages and more about continual brand reinforcement throughout our communications.

If you are interested in becoming a sponsor or would like to find out about the many ways you can support the work of the Association of Member Nominated Trustees, please do contact us...

Call us 07983 243500 / Email mail@amnt.org / Visit www.amnt.org / Follow @AMNTOrg