

## **QUIETROOM LAUNCHES MODEL BUYOUT COMMUNICATIONS TOOLKIT**

*For immediate release*

*11 January 2023, London*

Quietroom, the insight-led strategic communications consultancy, has today launched a suite of model buyout comms to help defined benefit schemes going through this process communicate effectively with their members.

Responding to increasing market need, the consultancy has produced a suite of model comms that has been extensively refined and tested with members so schemes can meet their buyout communication needs for an affordable fee, fully meeting regulatory requirements.

Julia Fox, lead consultant at Quietroom, said:

“As more and more schemes have been gearing up for the buyout process, we have had an increasing number of requests to help schemes explain what’s happening clearly to their members. The whole industry is expecting 2023 to be busier than ever in the buyout market. So, we developed a set of model comms, fully tested with members, with proven outcomes, to make it easier for schemes to send out top quality communications in a cost-effective way.

“When creating this set of model buyout letters, we were aware which messages were likely to do well, particularly making sure that messages were framed positively and reassured members. But we also wanted to be sure that the communications would have the intended effect. So, we took the communications straight to members to get their impressions and test the actions that they might take. We learnt a lot and incorporated that feedback into our revised communications.”

The model communications suite has been developed by Quietroom experts and is designed to take scheme members through the whole buyout journey – from the first announcement to scheme wind-up. The communications have all been tested and refined in light of member feedback and have been legally reviewed, so achieve regulatory compliance. All schemes need to do is enter their details and get sign-off internally before they send the letters to members.

- Ends -

### **Notes to editors**

1. Quietroom is an insight-led communications consultancy specialising in pensions, investment and insurance. We’re on a mission to make those sectors more meaningful to more people. Thanks to our work, millions of people are better informed and better off.

2. Schemes can find out more information by contacting the Quietroom team at [buyout@quietroom.co.uk](mailto:buyout@quietroom.co.uk). Sample comms are available to schemes on request.
3. For media enquiries please contact Darren Philp (Shula PR and Policy) on [darren@shulaprandpolicy.com](mailto:darren@shulaprandpolicy.com) or 07887 876567.