

# Preparing for pension freedoms workshop

IN ASSOCIATION WITH...

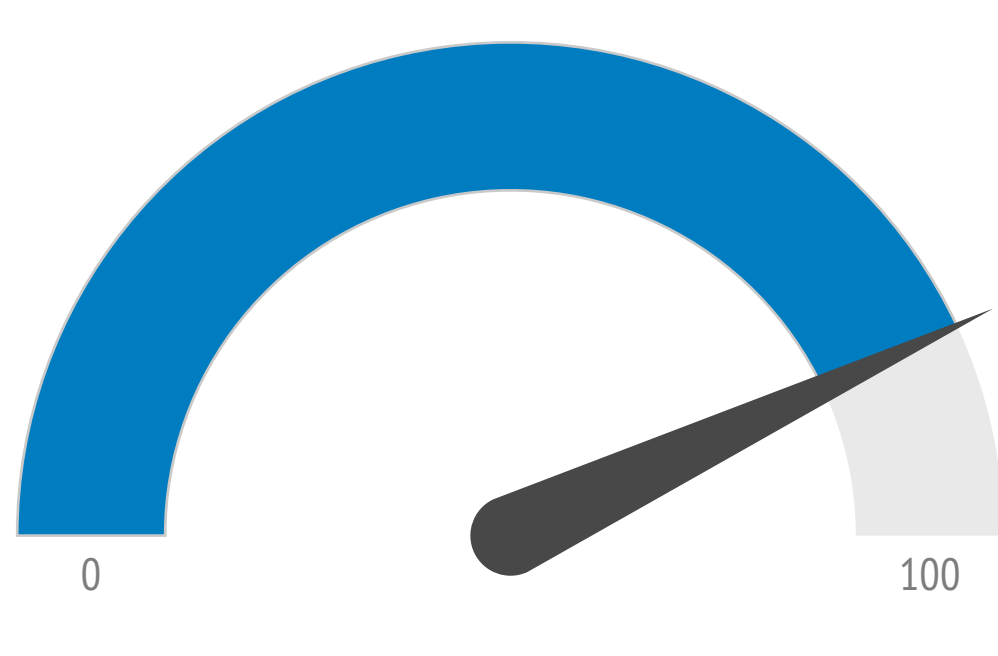


In response to FTAdviser.com's "Preparing for Pension Freedoms" Workshop held in March, a survey was held to compare the views to advisers who had engaged with the workshop opposed to those who had not.

The statistics below detail our findings:

At first we asked our audience; do you view Fidelity as a thought leader on the forthcoming retirement freedoms?

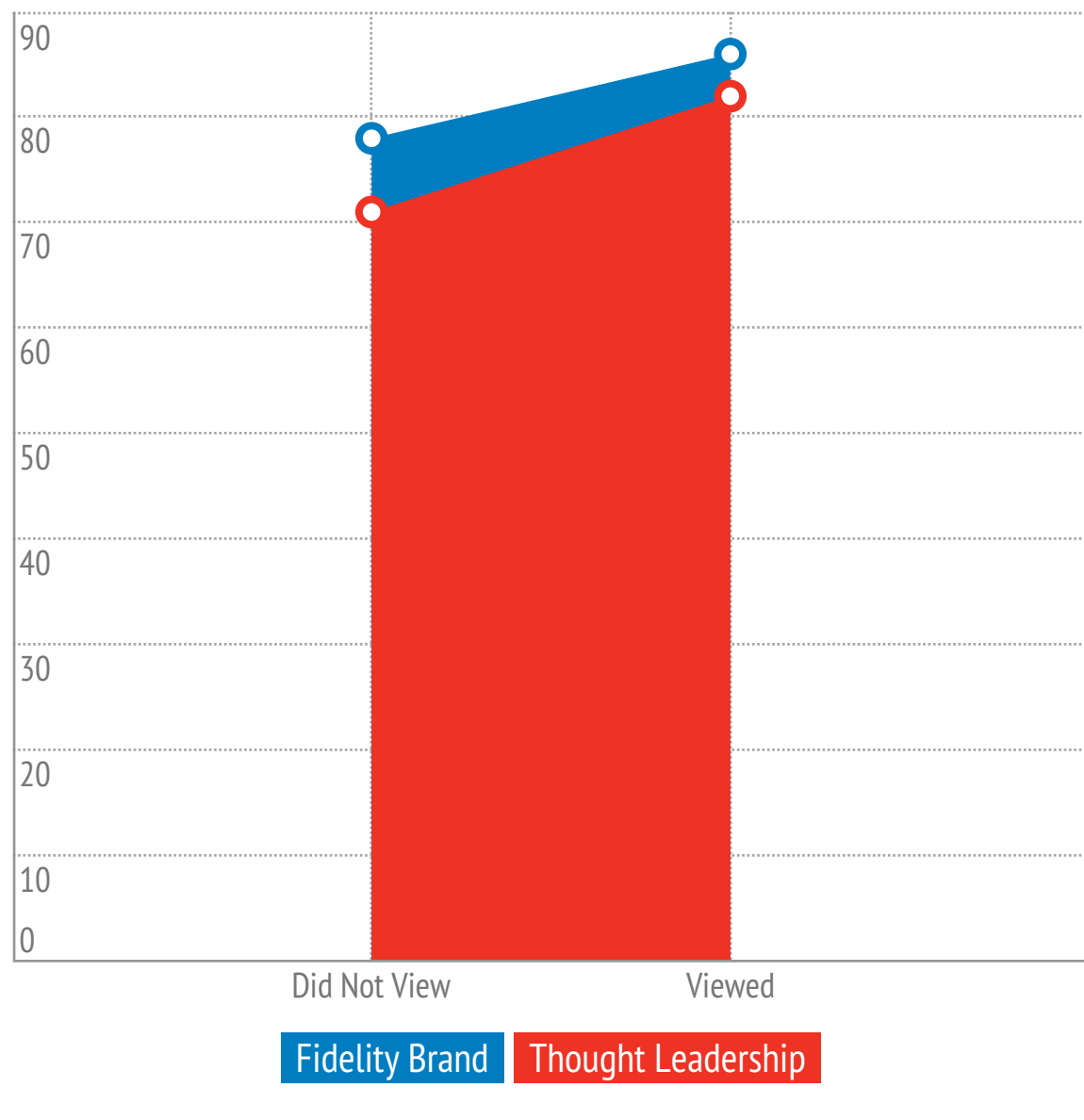
The engaged audience answered that 86% viewed Fidelity, as somewhat or higher, a thought leader within the new regulation changes with non-viewers having 78% agree.



See Fidelity a Thought Leader

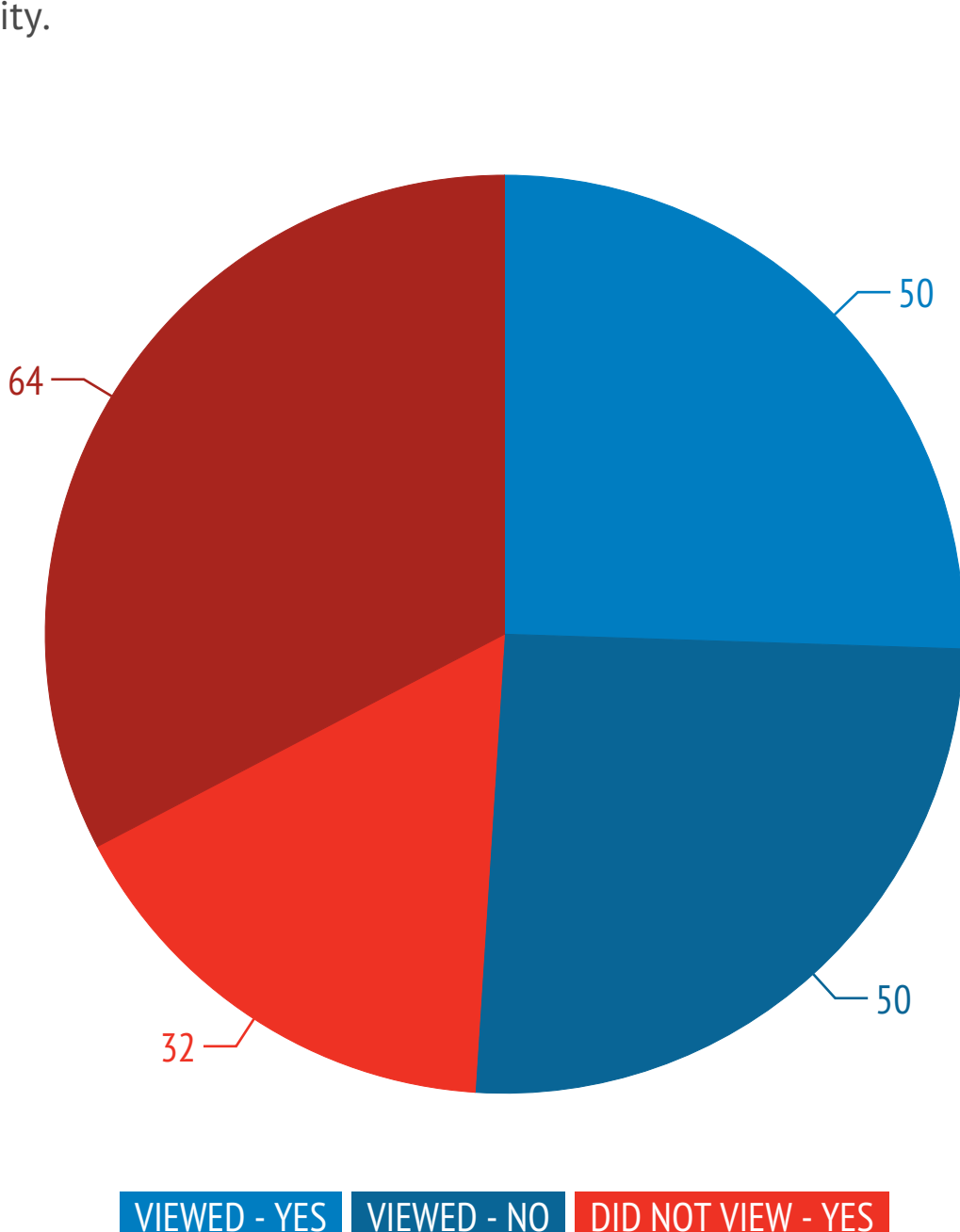
After a positive rise within the specific field; we then asked our audience; how prominent a brand do you feel Fidelity is?

86% of the viewing audience displayed Fidelity as an average prominence in the market or higher, whilst the non-viewers held a 71% of the same view. From the graph below you can see an 11% increase in positive views and deduce that viewers of the video had appreciated Fidelity's involvement on the subject and in turn had a better outlook on the brand overall.



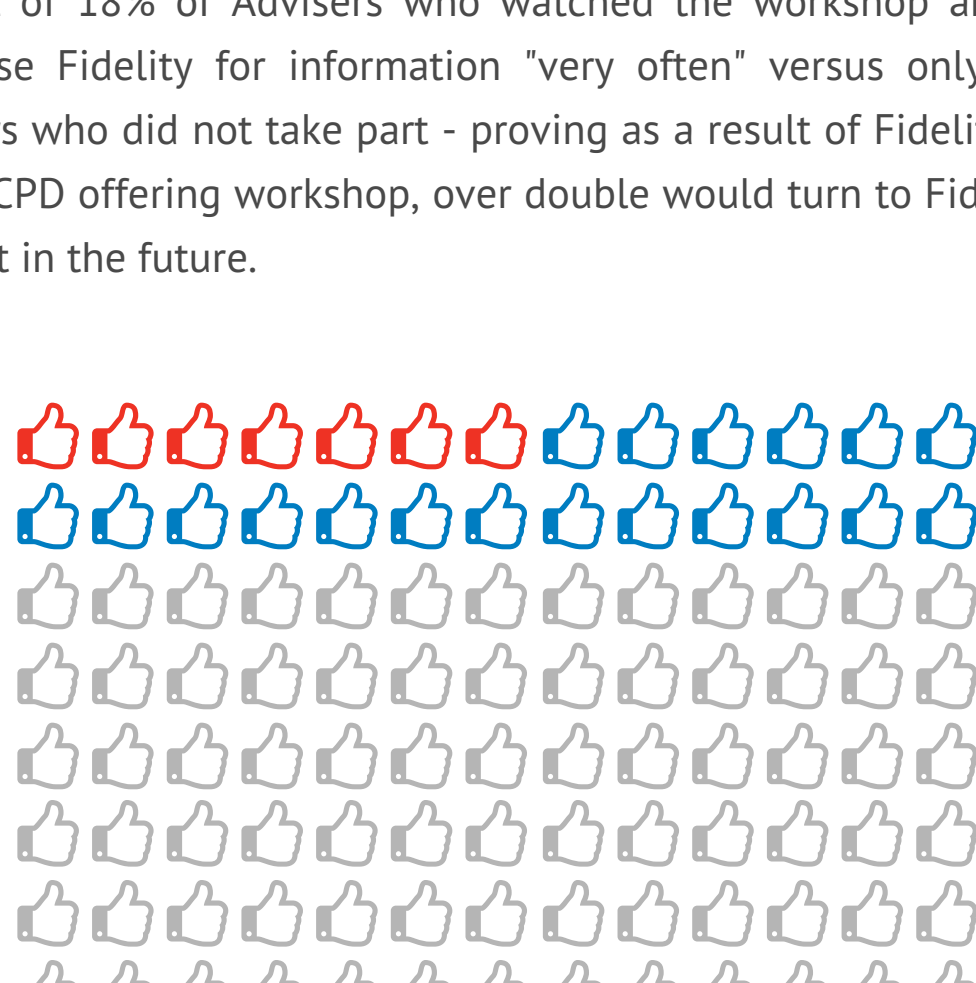
In terms of how much business either of the categories currently place with Fidelity we asked; have you written business with Fidelity in the past 12 months?

From the responses received we can clearly see that advisers who have recently conducted business with Fidelity were more likely to watch the workshop compared to Advisers who do not work with Fidelity.



Along with branding and thought leaderships purposes, FTAdviser On Air is designed to allow product providers to reach out and assist advisers in their industry, therefore we asked; are Fidelity a trusted source of information for advisers?

A total of 18% of Advisers who watched the workshop answered they use Fidelity for information "very often" versus only 7% of advisers who did not take part - proving as a result of Fidelity's part in the CPD offering workshop, over double would turn to Fidelity for support in the future.



Lastly, one of the main objectives for FTAdviser On Air productions is to obtain a larger demographic than events held within your typical, physical venue. To capture this audience we enquired; how many professional events and conferences (not including online events) do you attend each year?

Whilst the numbers for non-viewed advisers were pretty split across the board, the viewed audience portrayed a significant spike within the sector of 3-5 events attended. Thus concluding our digital production successfully appeals to those who have an interest in being a part of seminars and debates but perhaps cannot attend as often as they would like.

