



Enrollment Meetings

Guidelines and Checklist

Education. Enrollment. Support.

Education and enrollment meetings are hugely important for the success of your clients' retirement plans, but organizing and planning the meetings can seem overwhelming. Whether you have hundreds of meetings under your belt, or are just getting started, here are a few tips to make your next meeting a rousing success!

Guidelines and Checklist for Great Meetings

The Basics

- ▲ Ask that a member of the Human Resource Department involved with day-to-day operation of the plan attend the meeting.
- ▲ Provide a snack and/or beverage.
- ▲ Begin and end the meeting on time.
- ▲ Start the meeting by restating its purpose.
- ▲ Make the appropriate introductions to the employee group.
- ▲ List two to three objectives to accomplish.
- ▲ Hold the meeting in a room large enough to comfortably seat participants; avoid having empty seats.
- ▲ Schedule meetings morning to mid-afternoon; avoid late afternoon sessions.
- ▲ At the end of the meeting, clarify any follow-up actions and next steps.
- ▲ End your meeting with a reinforcing conclusion.

One month before the meeting

- ▲ Based on your presentation style, determine the meeting format.
 - » One large meeting
 - » Several small meetings
 - » One-on-one sessions
 - » Lunch and learn
- ▲ Meeting location
 - » Company conference room
 - » Employee break room
 - » Offsite
- ▲ Discussion points with the employer
 - » Date and time of meeting
 - » Meeting topics
 - » Agenda
 - » Snacks and beverages, if any
 - » Match program vs. match
 - » Workforce needs
 - » Meeting attendance promotions
 - » Emphasize the importance of management support
 - » Determine timing for distribution of meeting materials

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Three weeks in advance

- ▲ Check the meeting site
 - » Confirm adequate seating
 - » Arrange for tables and chairs to be set up
 - » No obstructions
 - » Good acoustics
 - » Required equipment (laptop computer, projector, etc.)
- ▲ Order materials and other support items
 - » Posters and handouts
 - » PowerPoint presentation or webcasts
 - » Technical equipment

Two weeks in advance

- ▲ Provide posters and other meeting notification material to the employer
 - » Coordinate with employer to post and/or distribute
- ▲ Prepare opening and closing remarks
- ▲ Prepare the agenda and rehearse
- ▲ Anticipate questions and adjust presentation time accordingly
- ▲ Review presentation materials
- ▲ Prepare for the unexpected
 - » Email the presentation to the employer
 - » Create a backup copy on CD

One week in advance

- ▲ Review the presentation
- ▲ Make notes regarding plan specifics
- ▲ Prepare employee packets
- ▲ Visit the meeting site and confirm seating and required equipment

One day in advance

- ▲ Check equipment
- ▲ Review the presentation
- ▲ Confirm details with employer

Day of the meeting

- ▲ Pick up beverages and snacks
- ▲ Arrive 30 minutes early
- ▲ Check room, materials, and equipment
- ▲ Deliver presentation followed by question and answer session
- ▲ Provide contact information and schedule any additional one-on-one meetings
- ▲ After meeting, help with questions and online enrollment

Follow-up

- ▲ Contact participants with answers to outstanding questions as soon as possible
 - ▲ Collect all outstanding forms from the employer and review for completion
 - ▲ Remind the employer of any scheduled meetings and the topic
 - ▲ Document the meeting for the employer, including copies of the presentation and handouts
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Sample Meeting Agenda

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In addition to a checklist of items you may want to consider when preparing for your enrollment meetings, we have put together a sample enrollment meeting agenda for your convenience.

Sample Meeting Agenda

- I. Introductions by Management
- II. Plan Your Retirement
- III. What is a 401(k) Plan?
- IV. Handout Package
 - A. What is in there and why
- V. Why is the Company Offering it to the Employees
 - A. Value
- VI. Benefits to Participating Employees
 - A. Pretax savings
- VII. Summary of Plan Features
 - A. Plan highlights
- VIII. Choosing Your Investments
 - A. Stocks
 - B. Bonds
 - C. Money markets
- IX. Account Information
 - A. Interactive Voice Response (IVR) system
 - B. Internet
 - C. Benefit statement
 - D. Participant Service Center
- X. Types of Investments
 - A. Use enrollment booklet
 - B. Sample investment selection
 - C. Your investment options
- XI. Enrollment Forms
 - A. Online
 - B. Paper form (or both)
 1. Where to return the form
 2. When is the form due
- XII. CPI on the Internet
 - A. Corporate web site
 - B. Sample participant web site
- XIII. Questions and Answers

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