



A TRUSTEE'S GUIDE TO INVESTMENT 2010

The must-see annual film for trustees of UK pension funds

An estimated 1000 people throughout the UK pension fund industry watched the 2009 version of A Trustee's Guide to Investment...and they're ready for more.

A Trustee's Guide is an annual film bringing together leading lights of the pensions and investment community for a documentary style journey through the themes that make the building blocks of a pension fund's investment strategy. Filmed in broadcast quality, digital film and distributed

online and in DVD, the Guide is a unique educational support for UK trustees and a highly effective way for fund managers to demonstrate thought leadership, build the profiles of their key people and embrace the freshest medium in institutional marketing.



Sponsorship - Why sponsor A Trustee's Guide?

- Show off your CIO and/or fund manager to pension funds throughout the UK
- Develop your image as a thought leader in the UK investment community
- Support trustee training & help make investment understandable to clients and prospects
- Reach potentially 1000s of investors and bolster your brand

Reach - How do pension funds watch the film?

- 1000 DVDs mailed directly to the UK's largest pension funds
- 300 DVDs sold to trustee training groups (based on 2009 figures)
- Over 1500 online views in 2009
- Film incorporated into sponsors' websites (optional)
- New for 2010: micro-site for the film supported by online advertising.

Content - What will the 2010 film cover?

- Latest debates on DB and DC pension investments
- Specific investment themes covering traditional and alternative assets
- Contributions from the most respected and influential voices in the industry
- Easily digestible chapters for use in trustee training sessions



Pension Funds - What are the benefits for pension funds?

- Develop a clear understanding of key investment issues
- Understand a broad range of industry opinion
- Support professional development with an archive of plain speaking interviews
- Incorporate Trustee's Guide into training sessions



To feature in the 2010 film and discuss sponsorship opportunities contact

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www.longviewfilms.co.uk