

Engaging Pension Plan Participants: Challenges and Insights



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ENGAGING PENSION PLAN PARTICIPANTS: HOW EMOTIONS, PEER EFFECTS, AND LIFE EVENTS INFLUENCE THE EFFECTIVENESS OF PENSION COMMUNICATION

EMOTIONS



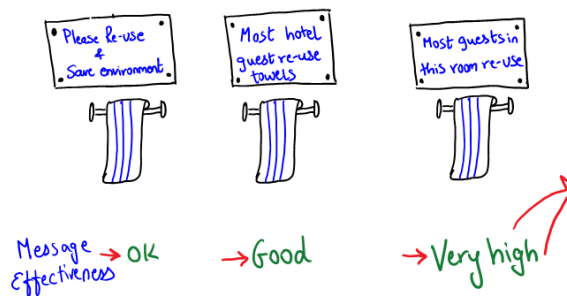
- Luuk Perik (PhD student)
- NEST
- Just received first data

PEER EFFECTS

Social Proof

16 January 2012
15:33

Visualization by Sanjay Shetty, <http://vizcraft.wordpress.co>



- Pieter Verhallen (PhD student)
- PGGM (APG)
- First results today

LIFE EVENTS



- Lisa & Thomas: overview paper

Setting the Stage

