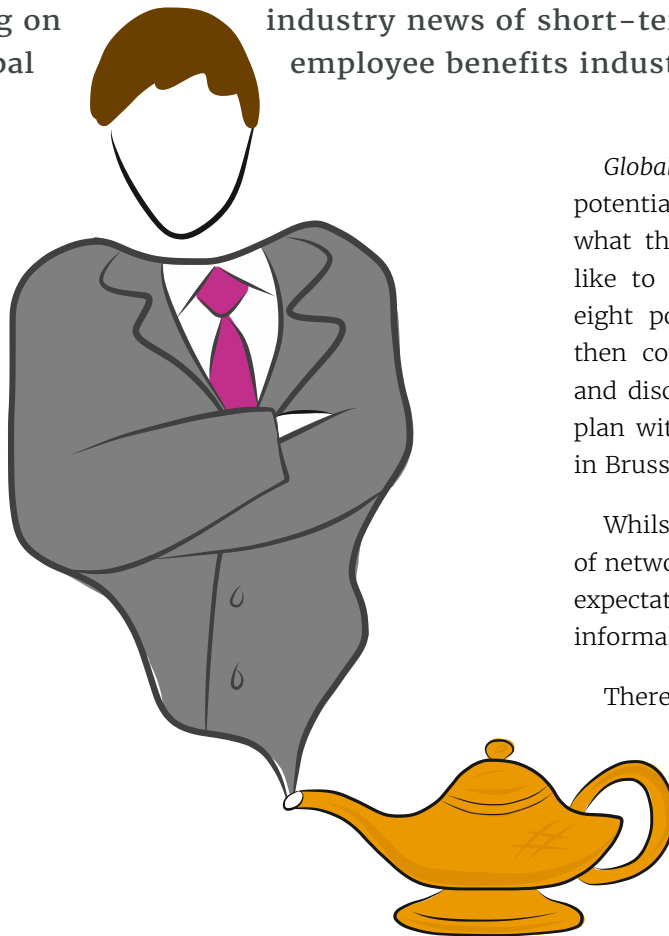


SURVEY: WHAT DO YOU EXPECT FROM YOUR *GLOBAL EMPLOYEE BENEFITS* PUBLICATION?

In order to align *Global Benefits Vision* with the needs of the global employee benefits industry, we conducted a survey in November and December 2014, asking what potential readers would like to read in a specialized magazine and how it should be presented and distributed. *Global Benefits Vision* still went under the code-name *Project Sydney* back then and was not even a magazine, much less a digital-only one: it could very well have turned out to become a website focusing on the global industry news of short-term interest if this is what employee benefits industry required.



Global Benefits Vision asked how interested potential readers would be in different topics, what they'd like to see and how they would like to see it. Answers came from seven of eight pooling networks and one broker; we then conducted several follow-on interviews and discussed the survey results and strategic plan with our Advisory Board in January 2015 in Brussels.

Whilst the sample is small and biased in favor of networks, we found little difference in client expectations when we discussed the results informally with other industry members.

Therefore, we have based our initial editorial policy on the findings of this survey, whilst being well aware of its methodological shortcomings. For example, we have put our ideas regarding training material and conferences on the back



Caroline Heisbourg, Global Benefits Vision news editor

burner and postponed the introduction of a knowledge database; also, the magazine will not be available in paper format but as a digital publication only – even though we should soon be able to offer an on-demand printing option, especially for article reprints. Finally, in order to base our offerings on sound research, we propose to conduct a new survey after five or six issues have been produced, that is in early 2016, and again adjust contents, format and delivery to your needs.

Stick to your guns – focus squarely on benefits

CONTENT

We wanted to know which categories were the most up-to-the-point to readers, and also inside these categories which topics were seen as the most interesting. Here is what the results show.

The content people seem to have a major interest in are core articles and survey summaries.

Right after that come network news, M&A, news of partnerships, products and services, people news and interviews of global EB leaders.

The categories that were seen as the less interesting ones were editorials, individual viewpoints and conference reports; although reports of network, broker/consultants conferences or IEBA conferences are of interest to some respondents.

One important message brought home, is, stick to your guns – focus squarely on benefits, not on compensation, not on asset management

and deal with the latter only insofar as they relate to benefits. Do not try to be all things to all people – focus!

As for the topics to deal with, the most interesting to readers seem to be pooling, captives and pan-regional plans, i.e. employee benefits optimization tools. Other key topics are international mobility, EB packages for executives, legal and tax matters, reinsurance, HR organization, total rewards, other benefits, recruiting and, well, asset management.

GLOBAL HR ISSUES FOR MULTINATIONALS

" The magazine should also cover compliance matters, pension benefits, best practices (wellness, EA program...)

" Address the challenges of an aging workforce: Improve productivity, Retention, Keep talent at work longer

" Do take into consideration the will of employers to look after their employees. While there has undoubtedly been a shift from HR to Finance/Risk Management, I believe that there's still a desire on the part of employers to ensure their employees are protected and taken care of.

" The generous expat packages tend to be reduced because of the cost. New generation is prepared to become expat even without generous packages. However benefits built via local Social Security are not transportable. Hence not adequate for older expats.

" If the whole package from an employee's perspective is not convincing, a maximized C&B won't help. MNC are more and more aware that it is not only about cost management and risk control but to manage the dilemma of cost control on the one side and benefits recognition / valuation from an employees' perspective on the other side strategically.

Survey: what do you expect from your Global Employee Benefits publication?

CONTENTS: SECTIONS



* AVERAGE SCORE ON A 1-5 SCALE. A HIGHER SCORE DENOTES HIGHER DESIRABILITY.

CONTENTS: TOPICS ADDRESSED/TO BE ADDRESSED



ADDITIONAL SERVICES AND PRODUCTS

In addition to the magazine, we believe that a whole range of products can be created based on our main interests. We wondered which products would be most in demand, and here is what the results show.

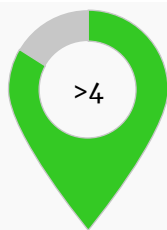
It appears that the most pressing need is not for a product other than a monthly magazine, but for a magazine in digital format as opposed to paper. The main reasons are, easy storage for future reference and fast, powerful searches. Accordingly, Global Benefits Vision should be a magazine available on smartphones, tablets, as well as on the web. Conversely, the unstructured format and irregular publication rhythm of a website is not suitable for information of long-term, general interest.

Global Benefits Vision will retain the magazine format but in digital format, readable on a web browser as well as on tablets and on smartphones – at least for those of us with great eyesight! In addition, Global Benefits Vision will publish news of short-term, tactical interest on its website; a selection thereof will be found in the magazine proper, with additional context and perspective provided whenever possible.

Another interesting product is a broad, easily-accessible database of all articles, short-term news and other information items including surveys from outside sources.

As soon as funds allow it, Global Benefits Vision will develop its internal knowledge database and make it available on a subscription basis; there is substantial investment involved, both in information technology and in dealing with copyright issues for outside sourced information.

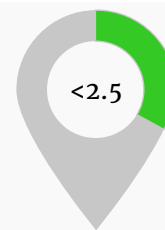
ADDITIONAL PRODUCTS AND SERVICES



- > Digital version on the web
- > Digital version on tablets (app)
- > Database of published articles (searchable, organized)
- > Database of articles, surveys, etc. from other sources (searchable, organized)
- > Digital version, as a PDF file



- > Collections of past articles, updated, by theme – as e-books
- > Yearly pooling market survey + analysis
- > Database of Global EB organizations
- > Yearly expat insurance market survey + analysis
- > Database of Global EB products
- > Paper magazine
- > Database of Global EB people
- > High impact TED-like presentations
- > Training material for corporates



- > Training sessions
- > Collections of past articles, updated, by theme – as paper books
- > Training material for insurance carriers
- > Training material for brokers
- > Training material for pooling networks

SCOPE OF THE MAGAZINE AND ASSOCIATED SERVICES

" Not sure if focus should be on "administrative" aspects versus benefit design, benchmark and insurance solutions for those needs.

TARGET READERS AND USERS OF ASSOCIATED SERVICES

" I think that the focus should be on those involved in Compensation and the provision and funding of Employees Benefits by multinational employers, whether those benefits are provided locally to domestic employees or to TCN/expats. This indeed includes employers, advisors and suppliers.

" The broader your target audience, the broader the topics, the less focused you will be on your target audience.

" If this definition of the target audience would be too broad and would endanger to lose focus, it would be better to define the users as primary target group and to understand the others as enhanced target groups. I would put more emphasis on benefits than on compensation.



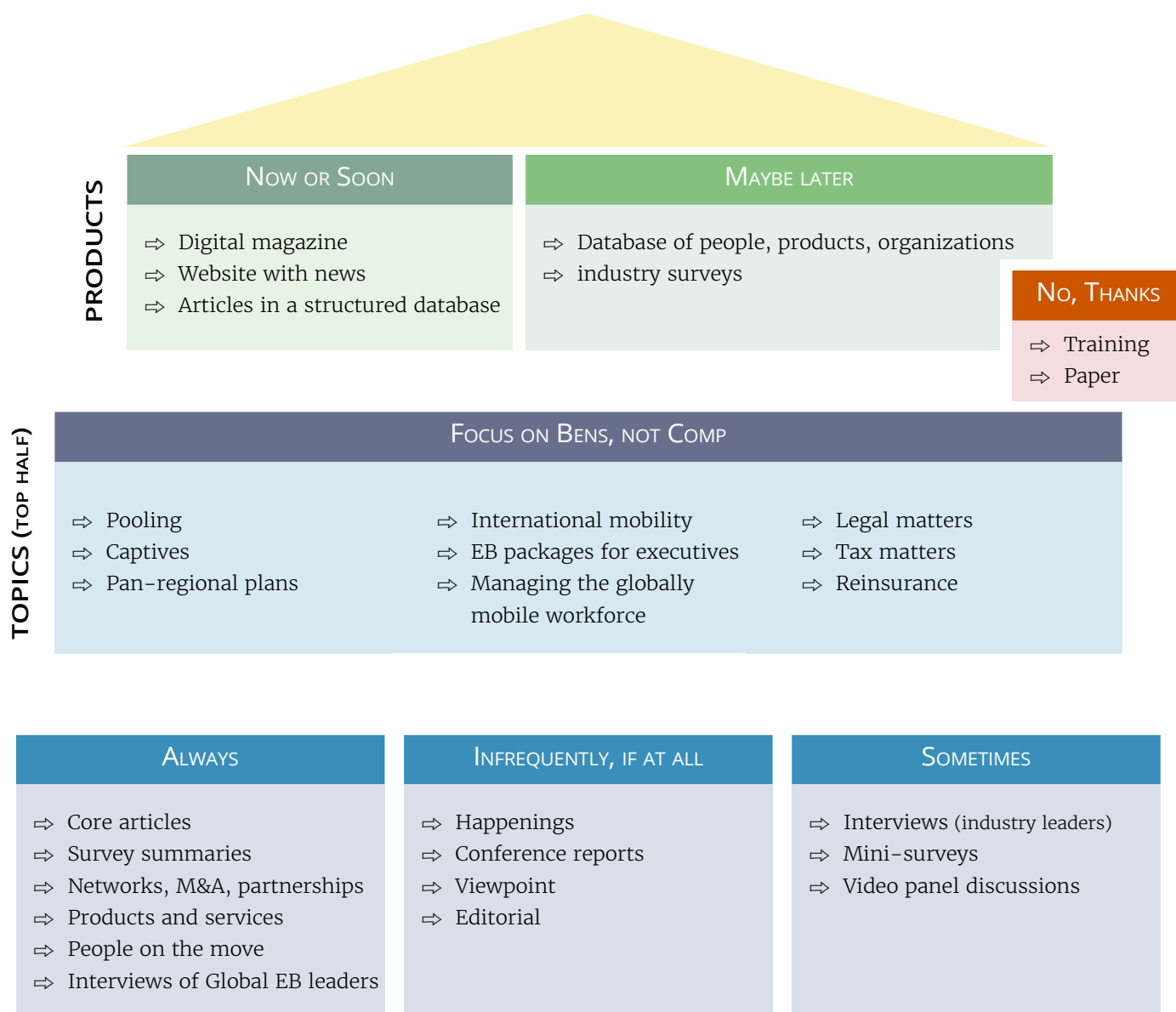
Survey: what do you expect from your Global Employee Benefits publication?



Finally, other suggestions included yearly surveys on the pooling market and the global mobility market, a database of global employee benefits organizations, of people and of products, a paper magazine, TED-like presentations...

The ideas that raised least enthusiasm included training sessions and material, or paper compendiums of past articles and surveys.

Thanks to everyone who helped us by giving us feedback. In return, the team defined *Global Benefits Vision* as it is now before your eyes, a magazine as close to your needs as possible. Powerfully helped by your comments, we were able to create a business plan that fits as much as possible your needs. We are looking forward to your feedback, always. ∞





CORPORATE SOCIAL RESPONSIBILITY IS PART OF GLOBAL BENEFITS VISION'S DNA

Corporate Social Responsibility (CSR) is part of Global Benefits Vision's DNA. Whilst we may not intend to devote many core articles to the subject of CSR, because it is not directly linked to global employee benefits, as a group of people and as a (small) corporation we decided to support a number of non-governmental organizations right from the beginning. Initially, we are providing a small number of global NGOs with free advertising space on the website and in the magazine. Other initiatives will follow in the course of the coming months.



MAKE-A-WISH

A wish helps in ways that medicine can't.
A wish brings hope, a wish transforms.

[Learn More](#)

World Vision
(Vision du Monde)

Make-a-Wish

Médecins sans Frontières
(Doctors without Borders)

UN Global Compact

CSR Europe

Unicef

Care



At this time, we actively support World Vision (Vision du Monde), Make-a-Wish and Médecins sans Frontières (Doctors without Borders). We are looking forward to supporting the UN Global Compact, CSR Europe, Unicef and Care in the near future. Should you like to recommend an organization not listed here, please let us know. ∞

CSR
Corporate Social
Responsibility

