



THE FORUM TO DEVELOP A PLAYBOOK FOR SUCCESSFUL SERVICE PROVIDER TRANSITIONS

You never get a second chance to make a first impression

Will Rogers

THE "WHAT"

ProMotion is designed to facilitate energetic conversation and an in-depth look at conversions implementation from all vantage points; advisor, service provider, and TPA. The goal is to enhance process efficiency, establish quantifiable effectiveness measures and share best practices; which yields a better transition experience for all involved. The initial focus is on 401k plans in the Small Plans Market (under \$50 mil).

THE CURRENT STATE

The Conversion and Implementation Team Leader Roundtable identified key challenges facing all stakeholders involved in the service provider transition process:

- Plan sponsors unable to reap benefits from their service provider transition
- Misunderstanding of what is involved in a service provider transition
- Limited experience with plan service provider transitions
- Diversity / inconsistency of service models across plan sponsors, advisors, and TPA firms

Installation can be delayed by hurdles such as:

- Missing final investment array selection,
- Inappropriate conversion strategy (mapping, in-kind transfer, re-enrollment)
- Mid-conversion surprises such as stable value MVAs
- Understanding the connection between payroll quality and plan administration
- Incomplete fact-finding in the discovery stage

THE "WHY"

Root causes of these inefficiencies include:

- Absence of industry-accepted service provider transition method
- Low frequency of plan service provider transitions for both employers and retirement plan advisors

THE SOLUTION

Provide the opportunity for stakeholders to collaborate on best practices and leverage the trusted retirement plan advisors and advisory firms who play a major role in prescribing the course of action for service provider in the small plans market.

Working sessions will foster development of a playbook for successful service provider transitions. New choice architecture in the service provider transition process

- Developed collaboratively by a group of recognized experts.
- Retirement plan advisors and including advisory firms, retirement plan TPAs, and new business installation team leaders at record-keeping service firms

We will advocate for acceptance of the playbook developed from ProMotion as a generally-accepted standard so it is disseminated broadly and freely throughout the retirement plan ecosystem. The playbook will publish best practices to be adopted and adhered to by major advisory firms.



THE OUTCOME:

ProMotion is about action. The outcome of the Forum is:

- The development of a playbook of recommended service provider transition practices delivered to retirement plan advisors
- Credits and recognition
- Participation in the rollout of the playbook to the industry

THE HOW

The ProMotion Forum is a collaborative initiative involving 50 leading retirement plan investment advisors, 50 staff of retirement plan service providers, and 25 TPAs.

- Three separate full-days of workshop sessions over a 12-months period
- Online community reviewing documents over a one-year period
- Dissemination of the resulting playbook to a broad industry audience

PROMOTION FORUM

Day 1 – February 12

Fort Myers FL

Brainstorming

Input into a draft playbook

Day 2 – June 11

Denver CO

Editing

Review/feedback of the draft playbook

Day 3 – September 17

Chicago IL

Finalizing

Agreement on one play book with a prescriptive course of action and core variants in the small plans market

Cost for Day 1 – February 12

Fort Myers, FL

Multiple Levels of Support

	Platinum (\$13,900)	Gold (\$9,900)	Silver (\$6,900)
Attendees	4	3	2
Registration waivers for your top advisors	10	5	3
Program Development	✓	✓	✓

Early Bird Sponsors receive an additional 5 advisor registration waivers.

Off-the-street registration cost for eligible advisory firms, plan advisors, and TPAs
\$4,500.

Decide Later To Participate
in Day 2 and Day 3.

For more informatoin contact
Mary Kay Leydon , VP Strategic Initiatives
mkleydon@eachenterprise.com or 267-357-3153