The 2019 participant engagement program

Fueling the journey

Your retirement program is designed to help your **participants succeed today while they build for tomorrow.** But as with any major journey, it's important that your people get the fuel and the directions they need to stay on track.

That's what the annual participant engagement program is all about.

As a turn-key program, it integrates sound financial wellness principles, specific data points, and proven marketing strategies to connect your participants to the potential of your plan. It includes three separate campaign types, each combining education, guidance, and advice to sharpen a financial skill or drive specific action.

All three campaign strategies for this year are based on our latest learnings about what's motivating savers and investors.

FOUNDATION SERIES

Relevant education, in an engaging format with links to tools, resources, and additional education.

APPROACH: Topics are designed to accommodate late-breaking economic trends, shifts in participant behavior, regulatory/legislative impacts, and more.

OUTREACH

Targeted, focused campaigns designed to prompt an appropriate action.

APPROACH: Two-phase campaigns targeted to those employees most likely to act, according to our nationwide analytics.

WEBINARS

Interactive, educator-led webinars to boost financial literacy among all participants.

APPROACH: Live, online meetings. And for people who miss a session or need a review, an archive of recorded sessions—with transcripts of answers to all attendee questions—on the participant website.

See the complete 2019 participant engagement calendar on the following page. And for more details, talk to your John Hancock representative.

2019 participant engagement calendar

	MONTH	TYPE AND TOPIC	PLAN SPONSOR AND ADVISOR NOTICE	AVAILABLE TO PARTICIPANTS
Q1	January	**What's New / A Look Ahead**	Week of 1/7	Week of 1/21
	February	**Quarterly Market Update**	Week of 2/4	**Invitation:** Week of 2/11 **Webinar:** 2/19
	March	**Focus #1: Save More** **Focus #2: Engage**	Week of 3/11	Week of 3/25
Q2	April	**What's New / A Look Ahead**	Week of 4/8	Week of 4/22
	May	**Quarterly Market Update**	Week of 5/7	**Invitation:** Week of 5/13 **Webinar:** 5/21
	June	**Social Security**	Week of 6/3	**Invitation:** Week of 6/10 **Webinar:** 6/18
Q3	July	**What's New / A Look Ahead**	Week of 7/8	Week of 7/22
	August	**Quarterly Market Update**	Week of 8/5	**Invitation:** Week of 8/12 **Webinar:** 8/20
	September	**Focus #1: Save More** **Focus #2: Engage**	Week of 9/9	Week of 9/23
Q4	October	**What's New / A Look Ahead**	Week of 10/7	Week of 10/21
	November	**Quarterly Market Update**	Week of 11/4	**Invitation:** Week of 11/11 **Webinar:** 11/19

Unless otherwise noted on the invitation, all webinars run for 30 minutes and are held at 12:00 p.m., 1:00 p.m, 2:00 p.m., and 3:00 p.m. Eastern Time and are rebroadcast at 8:00 p.m. Eastern Time.

Note that this schedule is accurate as of September 30, 2018. Topics may change based on changes in the economy, your retirement plan, or other factors. John Hancock reserves the right to make changes in order to deliver the most current and effective communications program. Please check your Plan's website and the quarterly plan sponsor newsletter for up-to-date information on the campaigns.