

LAUNCH OF THE FINAL STRATEGY



Communications Plan | Objectives

1. To **raise** the profile of the Forum and the launch of the Strategy.
2. To **demonstrate** the accomplishments of the Forum to date and its successful collaborative approach.
3. To **support 'buy-in'** from industry and **demonstrate commitment** from members.
4. To **communicate** the value and importance of payments to the daily lives of people and businesses across the UK.

Launch Event | Communications Plan

PRE-LAUNCH - RAISE THE PROFILE AND AWARENESS



SOCIAL MEDIA

Blogs and conversation on final strategy



DIGITAL & PRINT

Presence in selected publications & platforms
(subject to media interest in the story)



OUTREACH

Engagement with Trade Associations
Invite to the Launch extended to all Payments
Community

LAUNCH



LAUNCH

Breakfast launch in Canary Wharf
Tuesday, 29 November 2016



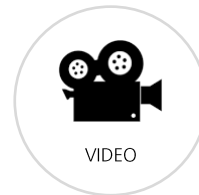
DIGITAL & PRINT

Media attendance at the event
Opportunity for media briefings



SOCIAL MEDIA

Blogs and conversation on final strategy
#paymentsstrategyforum



VIDEO

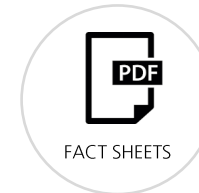
How the strategy change our world
Interviews with Forum members
Online and at launch event

POST LAUNCH - MAINTAIN MOMENTUM



OUTREACH

Socialising the Strategy
Roundtables
Workshops and dedicated outreach
Engagement with Trade Associations



FACT SHEETS

Key components of the strategy
Technical summaries
Easy-to-read



WEBSITE

Update architecture of website
New navigation
Fit-for-purpose Forum 2.0

Now – November 29 2016

29 November 2016

30 November - TBD

Launch Event | Date, Time & Venue

- **Date:** **Tuesday, 29 November 2016**
- **Venue:** Level39, 1 Canada Square, Canary Wharf, E14 5AB
- **Programme:** 09h00 – 11h00 (Everyone seated by 08h55)
- **Breakfast & Registration:** From 08h00
- **Capacity:** 220 delegates from the Payments Community and media
- **Registration:** One person per organisation; closes Tuesday, 22 November



Launch Event | Objectives

1. **Release** the final strategy and **share** information about its contents
2. Continue building the **support** of the Payments Community for the strategy
3. Show clearly that the work of the Forum is **joined up** with that of other regulators and within government's expectation
4. Raise the **profile** of the Forum and galvanise support for the **implementation** of the solutions proposed

Launch Event | Programme

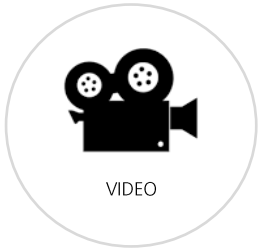
Part 1 (09h00 – 10h00): Speeches

- Views of Regulators and HM Treasury
 - 09h00 Video
 - 09h05 Opening Address | Ruth Evans, Payments Strategy Forum Chair
 - 09h15 Hannah Nixon, Managing Director PSR
 - 09h25 Andrew Hauser, Executive Director, Banking, Payments and Financial Resilience
 - 09h35 Chris Woolard, Director of Strategy and Competition FCA
 - 09h45 Keynote Address | The Hon. Simon Kirby, EST

Part 2 (10h00 – 11h00): Forum representatives panel


- Series of 5 minutes presentations and 30 minutes for questions and answers.
 - Ruth Evans
 - Sian Williams
 - Russell Saunders
 - Marion King
 - Otto Benz

- **Action:** EY; the Forum Secretariat and the four Working Group Chairs to develop a coherent narrative and supporting slides for Part 2 of the event



- Theme: “How the Strategy will change our world?”
- To highlight key elements of the strategy and underscore the unique, collaborative nature of the Forum
- Collage from interviews with Forum members
- Interviews scheduled for 31/10, 1/11 and 18/11

July Community Event | Media

 **Ciara Twohill** @Ciara_Twohill · Jul 14
#PaymentsStrategyForum - fascinating discussions and innovative strategy, exciting times ahead in payments

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PSF calls for consolidation of UK payment schemes

13 July 2016 | 4540 views | 0



A UK expert group set up by the Payment Systems Regulator to chart a new vision for the nation's financial plumbing has called for consolidation of Baes, the Cheque & Credit Clearing Company, and Faster Payments as the springboard for a new architecture to level the playing field for non-bank competitors and simplify the processing of financial transactions.

The Payments Strategy Forum was created by the PSR in March 2015 with a brief to chart a new course for unlocking competition and innovation in UK payments.

<epam>
 New paper: From hype to reality - blockchain in financial services

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 **Otto Benz** @albkrn · Jul 13
 Launching the UK Payments Strategy at the **#paymentsstrategyforum** - to open access & deliver better service to users



#paymentsstrategyforum

 **Paul Rodgers** @Paul_Vendorcom · Jul 14
 Hannah Nixon addresses **#Payments Strategy Forum**. Huge progress in 18 months! @ThePSR



 **Nick Kerigan** @Nick_kerigan · Jul 15
 Great work everyone! Not as trendy as @PokemonGoApp but deeply significant for UK payments **#paymentsstrategyforum**



Faith Reynolds @FaithReynolds1
#paymentsstrategyforum @ThePSR draft strategy finally launched and some great debate