



Spotlight on GAD communications

This is the final quarterly edition of eNews before its relaunch in April as a monthly publication. eNews has long been a key part of GAD's wider communications strategy, which sets out our approach to sharing news and insights with our clients and stakeholders. As the breadth of GAD's communications continues to develop, in this article we reflect on what we've achieved so far and how things will look in the future...

Celebrating our work

Teams in GAD provide actuarial and analytical support for wide-ranging and fascinating projects – all of which lead to real and meaningful conclusions. Recent highlights include our analysis supporting a review of measures to [assist stranded passengers](#) of failed airlines, provide advice about pensions for [local government employees](#) and review the [costs of utility companies](#) digging up the roads.



Channels and changes

Our website is the main platform where we share news about our key stories and successes. As a highly successful actuarial practice, we also retain a busy and engaging presence on LinkedIn. Our blog site [Actuaries in government](#) is our newest platform and among its strengths is that it offers us opportunities to show the people behind the formulae.

However, as GAD's work continues to grow, so does the amount of news we publish. We have a lot to talk about, a great many insights to share and reports to, well ... report on. This expansion means we've re-examined how we share our stories with our readers.

Relaunching eNews

eNews has been produced on a quarterly basis for several years; sharing helpful insights and essays on topical actuarial issues and of course, the work we've done. Over the past 2 years alone we've reported on stories ranging from GAD's role in supporting the sale of the [student loans book](#) to [how we advise on public service pension schemes](#), from [GAD's role in social security](#) and the future of insurance and [genetic testing](#) to how we [add value to decision making](#) in public services.

However, the next step in our communications modernisation programme will include moving to a refreshed, monthly version of eNews. Following its relaunch in mid-April our newsletter will become a monthly round-up of news stories, case studies, blogs and insights. It will still retain the extended feature articles and, as now, we'll continue to publish these articles every quarter. All current eNews recipients will automatically be subscribed to the new format, and if you are a new reader you can subscribe [here](#).

A new chapter

We're making these changes to streamline our communications with clients and create further opportunities for engagement around our blog site [Actuaries in government](#). This is an exciting new chapter in GAD's communications strategy, and we look forward to sharing even more news than ever before about our work, projects and successes.

