

PCW/Supplier Forum – Consumer Communication & Engagement Working Group – meeting 4

Agenda - Wednesday 4 August 2021 @ 2pm

Item	Topic
1	<i>Introduction & meeting aims</i>
2	<i>Consumer Messaging Principles</i>
3	<i>Consumer Perspective – expectations & communications</i> <ul style="list-style-type: none">• <i>Unhappy path messaging</i>• <i>Potential for consumer confusion (multiple comms)</i>• <i>Timing & consistency of messaging</i>• <i>‘Ownership’ of the consumer</i>
4	<i>Progress against Working Group ‘Questions’</i>
5	<i>Proposed Work Plan for this Working Group and dates of future meetings</i>
6	<i>Review of Actions Log</i>
7	<i>Updates/additions to the Forum Risk Register</i>
8	<i>AOB</i>