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Investor Relations Marketing & Communications Forum 2019

June 19-20 | Convene, 730 Third Ave | New York

Agenda, Day 1 | June 19, 2019

7:30 Women in Private Equity Breakfast

This closed-door session will explore what it's like being a woman in private equity investor relations, marketing & communications:

- What are the issues causing a disparity in genders?
- Exploring career paths, development, and how to position yourself as female leaders
- What are you doing at your firms to tackle sexual harassment, diversity, open dialogue?
- Are there any changes in recruiting that will create a more equal playing field?
- Looking at trends and stats in gender & diversity in PE with LPs asking more about it

7:50 Registration & breakfast

8:30 PEI welcome and chairperson's introduction

8:40 Panel | LP appetites and perspectives: what really matters to investors?

- How are LPs selecting managers and what are LP return expectations in today's environment? What are LPs planning to do this year?
- LP-GP dynamics in looking at alternative investment structures, SMAs, direct and co-investments
- Navigating the LP-GP dynamic when it comes to fees, terms, and negotiations
- What are LPS looking for from a relationship standpoint and what are their expectations from the IR & marketing team?

9:20 Panel | Scaling your investor relations with technology

- Why has there been a recent boom in technology offerings for GPs?
- What technologies are leading IR teams using to help scale and enhance their capabilities?
- Best practices for finding/identifying and implementing an investor relations "tech stack"
- How can IR teams get internal buy-in for the tools they need?

10:00 Panel | Sharing emerging ideas and best practices in IR, marketing, & communications

- Looking at what to do to build LP relationships when not fundraising
- Balancing the flow of information when your LPs are also your competitors
- How (and why) has your model and team evolved over the years? How are your respective marketing and IR functions structured and at what points do they intersect?
- What is on IR professionals' minds today? What different and effective practices/programs did you put in place last year? How do you promote & protect your brand?
- Should IR professionals be portfolio experts? How do you engage with the investment team and internal stakeholders to deliver internal value?
- Succession planning: what are you seeing as it relates to your teams and how is coverage assigned? How to build out your team? How do you recruit and retain talent?

10:40 Networking break

11:05 Panel | A spotlight on ESG management: navigating LP expectations

- How have investor expectations on ESG management evolved? What is top of mind for discerning LPs?
- How are ESG expectations affecting the fundraising process?
- What is a manager "ESG" rating?
- What is your firm's ESG integration approach and how do you identify and mitigate material ESG issues?
- ESG reporting: what are investors looking for and how do you collect and share that information?
- To be or not to be…a UNPRI Signatory
- What buy-in do you need internally to institute a formal ESG program and what challenges did you face in instituting practices?

11:45 Panel | Building and protecting your reputation at every juncture

- Understanding key practices in reputational management & reputational risk
- Building and nurturing your profile to add value to yourself, your company, and your industry
- Managing your online reputation
- Best practices in grasping the importance of culture and values

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12:20 Presentation | What's your message? The trick to improving your LP pitch

- How to be more persuasive in one step
- How to differentiate your firm
- How to engage an audience from start to finish
- How to use messaging to leverage all marketing activity

12:45 Networking luncheon

1:45 Track selection series I

Track A | Leveraging content marketing to differentiate your PE brand in a crowded market

- How thought leadership campaigns & content creation can be essential in demonstrating and articulating a firm's unique value proposition to LPs and management teams
- Ways to create relevant content other than deal/fundraising announcements
- Insights on the preferred mediums for content, rate of social media adoption, building a subscriber base, take-aways on cadence and frequency of content
- Comparing content marketing examples & strategies: how more GPs are producing their own unique content with a limited budget, who is writing it?

Track B | Investor relations "horror stories" and headwinds

IR professionals will get together to share their biggest day-to-day pain points, their concerns and hopes for future fundraising and ultimately uncover how others are solving and preparing for headwinds.

2:25 Coffee break

2:30 Track selection series II

Track C | Career advice for marketing & communications professionals

- Understanding the unique role of the marketing professional within PE & VC and how to add value: staying front of mind with management, firm branding & marketing best practices, IR support, portfolio company support
- Looking at marketing issues unique to emerging managers: finding mentors and champions within the firm, tips on entering the PE industry from another background
- Moving around (firm to firm, firm to portfolio, within the firm)

Track D | Career advice for investor relations professionals

- IR 101 – how to chart your path in IR: finding the right opportunity and doing the right diligence on that firm, uncovering career goals and challenges for professionals new to IR
- Understanding your role in business development, creating a target LP list, timing a fundraise, how active are you in the conversations?
- What do investor relations professionals have to know to sell? How do you strategize to get to a first close? How much time does it take?
- Discussing when to switch firms and when not to
- Negotiating compensation for IR professionals

3:10 Track selection series III

Track E | Leveraging digital marketing and social media platforms 10 ways to transform your website

- What social media platforms are the best way to engage?
- Compliance for communications in looking at how you use social media
- Digital content creation stories shared in looking at marketing ROI
- How to effectively work with portfolio companies on their digital marketing/communication initiatives
- Utilizing podcasts and other channels: what are you doing?

Track F | LPAC best practices

- Tips for managing your advisory committee/board relationships
- How best to manage a growing LPAC?
- Best practices for the LPAC meeting
- Comparing firms' different approaches and types of updates: best practices in maintaining communication with your LPAC
- Do you have off-cycle meetings with them?

3:45 Networking break

4:00 Panel | Fundraising campaign management: sharing war stories

- Pre-fundraising roadmaps/strategies
- Strategies, anecdotes, and best practices for working together during fundraising: how long is your fundraising cycle taking you?
- How much do you use your investment team for fundraising? What is different in fundraising today compared to before?
- Working with placement agents vs not working with them
- Managing an oversubscribed fundraise
- International fundraising: understanding AIFMD, regulatory issues, and other key differences in bringing in investors from outside the US

4:30 Interactive main room working groups

This session will allow the audience to break into interactive roundtable discussions in the main presentation room with designated facilitators at each table. The following key areas will be covered per table to share best practices in:

Table 1 Fundraising
Table 2 LP-GP relationship building
Table 3 Marketing & communications strategies
Table 4 Investor reporting
Table 5 GP expectations – adding value internally
Table 6 ESG
Table 7 Leveraging technology
Table 8 IR and marketing outside the US

5:10 Cocktail reception and end of day one

Agenda, Day 2 | June 20, 2019

8:00 Invitation-only think tank | IR, Marketing & Communications in 2019

This closed-door session constructed solely for IR, marketing & communications professionals is an opportunity to speak candidly about main issues impacting your role at your firm. It will allow you to submit topics to be covered in the room to expose challenges, developments, and opportunities. The think tank will allow you to select one of the two groups based on your job function:

Group A Marketing & Communications
Group B LP Relations

8:00 Registration & breakfast

9:15 Chairperson's welcome

9:20 Panel | The new IR frontier: closing the data gap with your LPs

- As LPs arm themselves with more data to inform their decision-making, how can IR adapt their data and communications strategies to keep pace?
- How data drives dialog with your LPs and how to control the conversation
- Communicating portfolio company value creation to your LPs
- Dissecting the first quartile myth
- The intersection of data and profitability
- Eliminating the noise in your data

10:00 Panel | The rise of the secondary market: figuring out your niche in fund restructurings

- Looking at best practices to optimize your firm in the current secondary market
- How to restructure your fund: end of life sales & getting secondary players involved
- How do LPs view the process? Are LPs given sufficient information and time?
- How are costs divided in the process?
- What not to do: understanding what might tarnish your LP relationships

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10:40 Panel | AGMs: tips and tricks to be better prepared for your "Super Bowl"

- What main function do you view the AGM as serving and what do LPs want to get out of it? What have you found is most effective? How many members of each LP do you invite?
- Adding value via materials & content: covering all or some portfolio companies? What theme do you develop for your meeting? What updates are you providing and what level of detail/depth do you get into?
- Constructing the agenda in looking at before & after activities, presenters, audience size and length...how do you make it different?
- Uncovering technology best practices for LP events (apps, interactive software, webcasting, video/visuals, etc.)
- Best practices in following up with LPs after AGMs

11:10 Networking break

11:30 Panel | Press relations: why communications is a key to a company's success

- How to tie communications into the overarching business strategy
- Press relations – striking a balance between profile building, while being able to maintain client and firm confidentiality given journalist appetites for "scoops" in PE\
- Challenges and opportunities in knowing your brand and having a PR firm translate it: what does your PR firm bring to the table?
- Crisis communications: tackling scandals and increased scrutiny of LPs to demonstrate your force is good

12:00 Interview | A day in the life of an LP

Hear a firsthand LP perspective in understanding LP decision making, their communication process, how many emails come in, and what they expect to get a glimpse of what it is like to walk in the shoes of an LP.

12:30 Panel | Unlocking value with powerful video storytelling

- How well-told stories lead to buy-in and investment
- The content creation paradigm: audiences, messages, narratives
- Key content levers: format, length, style, tone
- Successfully deploying your expanded toolkit
- Emerging trends in storytelling

1:00 Closing remarks and networking luncheon