

Investor Relations Marketing & Communications Forum

Preliminary agenda

Tuesday April 13 | Day 1

9:55 **Pre-conference Sessions**

TRACK A

Women's networking roundtable

TRACK B

Investors committing to DEI—Now what?

FACILITATOR:

Patricia Grad, Senior Managing Director, **Head of Investor Relations, Arsenal Capital Partners**

10:55 **PEI welcome & chairman's opening remarks**

11:10 **Fireside Chat:**

A conversation with PEWIN founder Kelly Williams and Dana Johns, Senior Portfolio Manager at Maryland State Retirement and Pension System

11:40 **Straight from the top: a discussion with IR pioneers**

- How IR, communications and marketing has changed over the years: Lessons learned
- Maneuvering and adapting in troubled times
- Innovative approaches for effective investor relations amid uncertainty
- Maintaining LP relationships and making new connections in a virtual world

MODERATOR:

Adam Handwerker, Managing Director, **Lazard**

PANELISTS:

Nicole Adrien, Managing Director, **Chief Product Officer and Global Head of Client Relations, Oaktree**

Christine Anderson, Senior Managing Director and Global Head of Public Affairs, **Blackstone**

Nathan Bishop, Managing Director & Head of Institutional Investor Relations, **North America, HarbourVest**

Dennis Ever, Partner and Head of Global Investor Relations, **L Catterton**

12:15 **LP Insight: Aligning and maintaining successful relationships**

- Effective LP-GP communication strategies
- GP dos and don'ts
- Investor benchmarks that GPs should know
- Best practices in LP reporting

MODERATOR:

Karen Bommart, VP, **Head of Investor Relations, Battery**

PANELISTS:

Anita Hariton, Head of Investor Services, **Commonfund**

Robert Klein, Partner, **RedBird Capital Partners**

Anton Orlich, Head of Alternative Investments, **Kaiser Permanente**

12:50 Organizing and executing an effective, virtual AGM

- Implementing an engaging AGM that goes beyond a videoconference
- Investor engagement and interactive solutions
- Benefits, concerns and considerations
- Infrastructure issues and technology tips
- Is a virtual/live hybrid model sustainable?

PANELIST:

Mary Kate Bertke, Principal, **Head of Investor Relations, Great Hill Partners**

1:25 Stretch break

1:30 Coffee house chat: keep the buzz going

Please join us for small group, interactive, and in-depth conversations facilitated by our speakers and industry leaders.

EXTEND THE CONVERSATION:

Press relations: the key to successful communication

EXTEND THE CONVERSATION:

PE reputation management & risks

Taylor Lawrence, Managing Partner,
Everstone Capital

EXTEND THE CONVERSATION:

The IR Team: Talent recruitment, management, development

Afternoon Breakouts

2:00

INVESTOR RELATIONS

The art of virtual fundraising

- How do you fundraise when you can't get on a plane?
- Managing the process and broadening your skillset
- Maintaining the feel of connectivity

PANELISTS:

Matthew Coad, Principal, **Investor Relations, Victor Park Capital**

Michelle Daubar, Partner-Investor Relations & Communications, **Oak HC/FT**

Jason Jerista, Managing Director, **Investor Relations, LLR**

MARKETING & COMMUNICATIONS

Communicating in volatile times

- What are a firm's communication responsibilities in an unprecedented year?
- Managing and addressing investor pressures
- What opportunities have risen from the past year of crises?
- How have outside influences, such as political factors, changed communication strategies?
- How to be proactive vs. reactive

PANELISTS:

Mary Armstrong, Global Head of Marketing & Communications, **General Atlantic**

Kate McGann, Vice President-Public Relations North America, **Hamilton Lane**

2:40

Investor relations when you're not actively fundraising: setting the table

- Strategies to differentiate your firm
- Building credibility in the market
- Conveying your firm's operations and business model
- Techniques on staying involved with your investors: how much do they want to hear from you?
- Communicating with/servicing potential investors
- Critical relationship management

Alanna Chaffin, Co-Head, **Investor Relations & Communications, OpenGate Capital**

Kim Kile, General Partner, **ABS Capital Partners**

Marketing & Communications to strengthen your brand and drive growth

- Digital and experiential marketing to support sourcing of investment opportunities
- Conveying your unique story
- Where does marketing fit into your recruitment strategy as your firm grows?
- Structuring and building an in-house marketing/communications team

PANELISTS:

Kristy DelMuto, Vice President, **Strategic Marketing, LLR**

Andrea Williams, Managing Director and Head of Corporate Communications & Branding, **Oaktree**

3:20 **Coffee house chat: keep the buzz going**

Please join us for small group, interactive, and in-depth conversations facilitated by our speakers and industry leaders

EXTEND THE CONVERSATION:

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Strategies for first-time fund managers

Perfecting your messaging and improving your online pitch

Conducting due diligence

SPEAKERS:

Joshua Adams, Managing Director & Global Head of Business Development,

OpenGate Capital

Alanna Chaffin, Co-Head, **Investor**

Relations & Communications,

OpenGate Capital

3:55 **Secondaries: Solutions for LPs and GPs**

- Best practices in the current state of the secondaries market
- Latest trends in GP-led secondaries
- LP transactions: How LPs are managing their portfolios
- Maintaining a positive relationship with your LPs
- Avoiding pitfalls: Dos and Don'ts

PANELIST:

Priya Pradhan Karkar, Managing Director and Head of Investor Relations, **Kline Hill Partners**

4:30 **The 12-month transformation of IR in 2020 and what the future holds**

- How has the industry evolved over the past year and what lessons have been learned?
- Maintaining relationships amid travel restrictions, remote working and industry obstacles
- What opportunities have emerged and how can IR teams leverage them for the future?
- What will the IR space look like after a return to normalcy? Will we revert to the old ways or embrace current changes?

PANELIST:

Shavonne Correia, Head of Investor Relations & Marketing, **KPS Capital Partners**

Richard Kunzer, Partner, **Co-Head of Investor Relations, PC Partners**

Gina Lee Peyton, Partner & Head of Capital Formation, **Castlelake**

5:10 **Close of day 1 networking**

Wednesday April 14 | Day 2

9:55 **Pre-conference Think Tank (invitation only)**

STREAM A

STREAM B

STREAM C

Advanced IR

Emerging IR

Marketing & Communications

10:45 **Sharpening your fundraising strategy**

- Preparing and implementing a timeline.
- Ready investors for you to come to market
- Managing LPs through due diligence
- Prepping your internal team: areas to highlight, areas to downplay
- Delivering feedback to colleagues during a roadshow
- Motivations to enhance and market a fund

PANELISTS:

Allison Cole, Managing Director, **Head of Fundraising & Investor Relations, Lightyear Capital**

Conrad Gorospe, Head of North America Fundraising & Investor Relations, **Insight Partners**

11:20 **The uptick of private equity in the SPAC market**

- Fundraising and structuring
- Transaction targets and ROI
- Benefits, risks, and rewards
- Co-investment opportunities

PANELISTS:

Jennifer Kwon Chou, Chief Strategy Officer, **The Gores Group**

Priscilla Guevara, Head of Investor Relations, **Science Inc.**

Stacie Selinger, Head of Investor Relations, **GCM Grosvenor**

11:55 **Networking break**

12:15 **Interactive roundtables**

ROOM 1.

How AI, predictive analytics, and smart tech is boosting marketing and communications

ROOM 2.

Investor Relations, marketing & communications in venture capital

SPEAKER:

Karen Bommart, VP, Head of Investor Relations, **Battery**

ROOM 3

LPAC dos and don'ts

SPEAKER:

Patricia Grad, Senior Managing Director, Head of Investor Relations, **Arsenal Capital Partners**

12:50 **ESG best practices for the in-house GP**

- Structuring an ESG team
- Reporting to investors while communicating your plan
- Understanding overarching initiatives and KPIs
- How to meet the criteria for key ESG funds
- Understanding the nuances of ESG and conveying that message to investors

MODERATOR:

Helee Lev, Chief Revenue Officer and Board Member, **Goby**

PANELISTS:

Ruth Lane, Head of Investor Relations-ESG Officer, **ATL Partners**

John Thompson, Global Communications Director, **Actis**

1:25 **Building and protecting your relationships**

- Key strategies in reputational management & reputational risk
- Managing your online reputation
- Best practices in conveying company culture and value
- Effective communications with investors, regulators, and key stakeholders
- Developing your personal brand along with adding value to your company and industry
- Understanding and choosing resources to improve your firm's trajectory

PANELISTS:

Kristin Custar, Partner and Head of Global Investor Capital Group, **The Jordan Company**

Mary Catherine Manin, Managing Director and Head of Marketing & Investor Relations, **Stone Point Capital**

