

Investor Relations, Marketing & Communications Forum

New York 2023

Agenda

Tuesday, April 18

7:00 PM - 9:00 PM Pre-conference dinner

Connect with colleagues and build your professional network during dinner, drinks, and light entertainment.

Day 1 - Wednesday, April 19

8:00 AM - 9:00 AM Pre-conference breakfast meetings

Get geared up for the conference at one of our concurrent breakfast meetings.

A. Brand authenticity in private markets

- What does authenticity mean in the private market?
- How do you create KPIs for authenticity?
- Share ideas for creating and managing an authentic brand and narrative for fund managers.

Speakers:

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

Priscilla Guevara, Head of Investor Relations, Investment Team & Science Ventures, **Science Inc.**

Rob Kaufman, Principal, Head of Investor Relations, **Linse Capital**

Ravali Parsa, Director of Investor Relations, **Aurora Capital Partners**

B. Fundraising during a recession

- How will a recession impact the global fundraising market?
- How do you retain LPs in a recession?
- Discuss emerging fundraising strategies to connect with non-traditional sources of capital.

Speaker: Michelle Noyes, Managing Director, Head of Americas, **AIMA**

9:00 AM - 9:15 AM Opening remarks & chair's welcome

9:15 AM - 9:50 AM Fireside keynote: Future-proof marketing for private markets

- What is future-proof marketing?
- How will social media change the private investment market?
- Get ideas on how to optimize your marketing team, technology, and strategy.

Interviewee: **Arielle Gross Samuels**, Managing Director and Global Head of Marketing, **Blackstone**

Interviewer: **MK Flynn**, Editor-in-Chief, **PE Hub**

9:50 AM - 10:20 AM Networking

10:20 AM - 10:55 AM LP Panel: A recession is a recession—the LP perspective

- How will the recession affect the allocation strategies of traditional investors like pensions, insurance companies, and foundations?
- What global events and economic trends are driving LP behavior today and tomorrow?
- Understand what LPs want to see in GP proposals in the current economic environment.

Moderator: **Sarah Smith**, Managing Director, Limited Partner Services, **Advent International**

Speakers:

Abigail Archibald, Senior Portfolio Manager, **Mellon Foundation**

Robert Ellis, Managing Director, **Summit Rock**

Ryan McGovern, Managing Director & Investment Committee Member, **Star Mountain Capital**

Andreas Moon, Partner, **I Squared Capital**

10:55 AM - 11:25 AM Networking break

11:25 AM - 12:05 PM Masterclasses

Masterclasses are set up in a classroom style and will provide delegates with practical guidance from leading voices and expert sources on various subjects. Attendees will take away actionable advice and insights on tackling complex challenges.

Masterclass A: How to build marketing teams for private markets

- Assessing the marketing needs of your firm and getting buy-in from management
- Creating a vision for your marketing team
- Learning strategies small-to-midsize firms can use to build lean marketing teams.

Speakers:

Jeffrey Auerbach, Director of Marketing, **Middleground Capital**

Amy Harsch, Managing Director, Investor Relationships, **American Securities**

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

Masterclass B: Branding and content creation for fund managers

- Aligning your branding and investment strategies.
- Creating and cultivating brand narratives that drive investor diversification and loyalty.
- Learning what the private equity sector can learn from venture capital when it comes to telling a firm's story.

Masterclass C: Designing your IR & marcomms tech stack

- Build your fundraising, marketing & communications tech stack on a budget.
- Design your digital strategy that grows your investor relations, fundraising, marketing & communications efforts.
- Understanding the technologies your firm's IR and marcomms "team of one" needs to adapt to changing investor priorities in a challenging global economy.

Masterclass D: The private market regulatory environment

- Surveying the regulatory environment for the private markets look like today
- Understand how the regulatory environment impacts your fundraising and marketing strategies.
- Learn how to navigate the new SEC marketing rule and other regulations.

12:05 PM - 1:05 PM Lunch

1:05 PM - 1:40 PM Generation Z and the private market

- What drives the behavior of Gen Z investors and managers?
- How is Gen Z influencing the alternative investment market?
- Learn what Gen Z investors expect from managers when it comes to fundraising, relations, and marketing.

Speaker: Meagan Loyst, Founder & CEO, **Gen Z VCs**

1:40 PM - 2:10 PM Networking

2:10 PM - 2:45 PM Is DEI falling behind?

- In 2020, LPs dramatically increased their DEI commitments—how do LPs prioritize diverse-owned managers in their allocation strategies today?
- Learn how fund managers can build equity into their investment strategies.
- How can DEI investment strategies include other underserved groups, such as the neurodivergent population?

Speaker: Carmen Ortiz McGhee, Chief Operating Officer, **National Association of Investment Companies**

2:45 PM - 3:00 PM Refreshment break

3:00 PM - 4:00 PM Working groups

Working groups combine the best of panels and roundtable talks to spark wide-ranging conversations around emerging trends and shared challenges while also creating networking opportunities. Working groups are divided into three parts:

- **Kick-off:** The panel is introduced, and a short list of relevant seed questions will be provided to guide roundtable discussions.
- **Roundtable:** Panelists lead the roundtable discussions to generate answers to the seed questions.
- **Wrap-up:** The panel reconvenes to discuss the findings of the roundtables and answer questions from the entire working group.

Working group A: Digital transformations for marketing & fundraising in private markets

- What does a digital transformation look like for private equity fund managers?
- I have years of data - how do I determine what data will be most useful during my digital transformation?
- Learn about the digital tools available to optimize your marketing and fundraising efforts.

Speaker: **Rachel Hannon**, Principal, Business Development and Investor Relations, **Summit Park**

Working group B: Getting real about ESG

- How do LPs prioritize ESG during a recession?
- How do you communicate your firm's ESG strategy to non-traditional investors?
- Get insights on tailoring and communicating your ESG strategy to match your firm's investment approach in a slowed economy.

Speakers:

Frazer Blyth, Director, Marketing & Communications, **Blue Water Energy**

Heidi Dubois, Global Head of ESG, **AEA Investors**

Ravali Parsa, Director of Investor Relations, **Aurora Capital**

Gary Sernovitz, Managing Director, **Lime Rock Energy**

Working group C: Social media's role in private market fundraising

- What is driving fundraisers to social media for prospects, and what success are they finding?
- How are investors using social media to find new managers, and how are managers using social media to find new founders and deals?
- Share ideas and learn strategies for using social media as a viable source of investors and deals.

Speakers:

Devin Banerjee, Chief Editor, Business, **LinkedIn**

Lindsay DeLarme, Managing Director & Head of Corporate Communications & Branding, **Oaktree Capital Management**

Kelly Howard, Partner, Head of Marketing, **Adams Street Partners**

Courtney Mullin, Senior Manager, Investor Relations & Community, **Tidemark**

Working group D: The investor experience

- Why is understanding your firm's investor experience critical for attracting investor prospects and retaining investor partners?
- How can fund managers use marketing funnels to identify and even qualify investors?
- Share ideas about how to shape an investor's entire journey with your firm: from marketing, content, and social media to hybrid, virtual, and in-person AGMs.

Speakers:

Sheila Dharmarajan, Partner, Head of Investor Relations & Business Development, **Zelnick Media Corporation**

Hannah Gubbins, Head of Investor Relations & Marketing, **Dawn Capital**

Amrita Mainthia, VP, Investor Relations, **General Catalyst**

4:00 PM - 4:30 PM Networking

4:30 PM - 5:00 PM Workshops I

Share best practices, tips, and tricks with your peers and collaborate on shared challenges during this lively, moderated discussion. Be prepared to learn and contribute to the conversation.

Workshop A: Pitch deck optimization

- What do LPs love (and hate) to see in pitch decks?
- What are the novel pitch deck strategies that LPs are seeing these days?
- Learn how to create an effective pitch deck from the LP perspective.

Speaker: Michelle Holleman, Director of Communications, **Chicago Teachers' Pension Fund**

Workshop B: Leveraging technology at your next AGM

- Is it still a good idea to organize a completely virtual AGM?
- Does hybrid event only mean streaming speeches, or is there an overlooked use case post-pandemic?
- Learn how to use technology to create a more impactful in-person AGM experience for stakeholders, investors, and founders.

Workshop C: Getting creative with your DDQ

- How do you refresh your approach to crafting winning DDQs?
- What are some ways to add depth to your DDQ?
- Learn how to balance creativity with regulatory compliance.

Speaker: Natasha Azar, Vice President, Investor Relations & Marketing, University Relations, **Osage University Partners**

Workshop D: Marketing to organizations versus individuals

- Can the personal brands of my leadership team materially enhance my organization's brand?
- How can fund managers make mass communications seem more personal?
- Learn techniques to leverage individual connections when marketing to organizations.

Speaker: Rob Kaufman, Principal, Head of Investor Relations, **Linse Capital**

5:00 PM - 7:00 PM Reception

Day 2 - Thursday, April 20

8:00 AM - 9:00 AM Think tanks

Our think tanks are invitation-only gatherings for individual stakeholder groups. Kick off the conference's second day to discuss critical issues and share learnings with peers in a closed-door setting, with no media, vendors, or service providers in the room.

Think tank for investor relations & fundraising professionals

- How are investor relations & fundraising professionals coping with such a competitive funding market, rising inflation, and the impacts of other global crises?

Think tank for marketing & communications professionals

- How can marketing, branding, and communications professionals continue to add value in the private capital market?

Speakers:

Brittany Cash, Principal, Co-Head of Corporate Communications, **Ares Management**

Kelsey Clute, Vice President, Director of Communications, **HCI Equity Partners**

Pia De Sousa, Director of Marketing, **Sun Capital Partners**

Think tank for LPs and investors

- How can LPs better communicate their complex and changing priorities to managers?

9:00 AM - 9:15 AM Chair's welcome

9:15 AM - 9:50 AM Fireside keynote: Where is your firm on the branding spectrum?

- How do privately held alternative investment firms tell authentic, honest brand stories?
- Is my firm a leader or just keeping up with the Joneses when it comes to DEI, ESG, and impact investing?
- Learn how to adapt your branding and marketing strategy ready for new sources of capital (e.g., retail/mass affluent investors, international investors).

Interviewee: **Jennifer Zimmerman**, CMO, **General Catalyst**

9:50 AM - 10:20 AM Refreshment break

10:20 AM - 10:55 AM Working with placement agents to tap alternative sources of capital

- What are the top alternative sources of capital today?
- Learn how to work with placement agents and get the most out of the relationship.
- How can a placement agent help you reach new sources of capital overseas?

10:55 AM - 11:10 AM Refreshment break

11:10 AM - 11:45 AM Crisis communications

- How have the various crises of the last two years (e.g., the war in Ukraine, rising interest rates, the denominator effect, and the cryptocurrency crisis) impacted private market fundraising?
- How can investment managers create proactive crisis communications strategies?
- Get best practices on how to retain investors through crises.

Speakers:

Jimmy Carrion, Senior Vice President of Investor Relations, **Lloyd Jones**

Michelle Holleman, Director of Communications, **Chicago Teachers' Pension Fund**

Alexander Samuelson, Global Head of Media Relations and Managing Director, **NB Alternatives**

Evan Teiger, Partner, Investor Relations, **Foundation Capital**

11:45 AM - 12:00 PM Refreshment break

12:00 PM - 12:30 PM Workshops II

Share best practices, tips, and tricks to collaborate with your peers on shared challenges, and participate in a lively, moderated discussion. Be prepared to learn and contribute to the conversation.

Workshop A: Press relations - friend or foe?

- Can a good press relations strategy be an asset to support growth and manage the firm's reputation?
- What are the best practices for handling press relations challenges?
- Learn about building and promoting your brand through press relations.

Speakers:

Kate McGann, Principal, Corporate Marketing & Communications, **Hamilton Lane**
Scott Sutton, Vice President, Americas Communications, **LaSalle Investment Management**

Workshop B: Key terms to know for LPAs

- What are the fundamental components of the limited partnership agreement, and how do they work?
- What do marketers need to know about LPAs?
- Build your investor relations expertise by becoming fluent in the key terms of LPAs.

Workshop C: How to use marketing to close deals

- What can firms do to attract the right kind of founders for your portfolio?
- Can marketing techniques help managers qualify founders as well as attract them?
- Learn what motivates founders today and how to increase your deal flow.

Speakers:

Ryan Parker, CMO & Head of Brand, **Trivest Partners**
Carolyn Chen Warner, Director of Investor Relations, **Bruckmann, Rosser, Sherrill & Co.**

Workshop D: International fundraising

- What is driving interest in international capital markets?
- Learn how to tailor your proposal to comply with local regulations and customs.
- What are the challenges and pitfalls of global fundraising?

12:30 PM - 1:30 PM Lunch & close of the conference