

# Investor Relations, Marketing & Communications Forum

## New York 2022

April 19-20, 2022  
Convene, 117 W 46th St, New York

## Tuesday, April 19

### 8:00-8:50am Pre-conference workshops

#### WORKSHOP A:

Redefining company culture

8:55am Welcome

9:00am Opening remarks

9:05am Today's IR: How the past two years have redefined the role

9:45am Shaping your ESG message

10:15am Networking break

#### WORKSHOP B:

Recruiting and retaining talent: Maneuvering the great resignation

### 10:45am Breakouts

#### INVESTOR RELATIONS:

Diversifying your investor base

#### MARKETING & COMMUNICATIONS:

Communication during the End-emic

### 11:30am Breakouts

#### INVESTOR RELATIONS:

IR when you're not actively fundraising:  
Building a foundation

#### MARKETING & COMMUNICATIONS:

Developing and protecting your relationships

12:15pm Networking luncheon

### 1:10 pm Coffee house chats: Deep dives with the speakers

PROVIDING CONSISTENT MESSAGING TO THE  
BOARD AND YOUR INVESTORS

OPTIMIZING ONLINE COMMUNICATION

LP COMMUNICATION: HOW MUCH IS  
TOO MUCH?

2:00pm The new AGM: Organizing and executing a return to in-person

2:40pm LP insight: Building and sustaining credibility with investors

3:20pm Networking break

3:50pm Deep dive roundtables

EVERYTHING YOU NEED TO KNOW ABOUT  
GP-LED SECONDARIES

PRESS RELATIONS: KEYS TO SUCCESSFUL  
COMMUNICATION

TECHNOLOGY SOLUTIONS TO IMPROVE LP  
COMMUNICATION, STREAMLINE REPORTING &  
ENHANCE TRANSPARENCY

REFRESHING YOUR BRAND AND NARRATIVE

STRATEGIES FOR FIRST-TIME FUND MANAGERS

4:55pm Close of day 1: Cocktails and networking

## Wednesday, April 20

8:00-9:00am Pre-conference think tanks

ADVANCED IR:

Best practices from industry  
leaders

EMERGING IR:

Building and advancing your career

MARKETING & COMMUNICATIONS :

Strategies for success

9:00am Welcome remarks

9:05am Elevating your DE&I initiative: How to raise the bar

9:45am Fundraising in a post-COVID world

10:40am Networking break

11:00am Masterclass roundtables

IR APPROACHES WITH MULTIPLE FUNDS IN THE  
MARKET

LEVERAGING SOCIAL MEDIA: WHAT YOU  
SHOULD BE DOING

IR AND MARKETING IN VENTURE CAPITAL

LPAC DOS AND DON'TS

PERFECTING YOUR PITCH DECK

12:15pm Closing networking luncheon

