Private Equity International

Investor Relations, Marketing & Communications Forum
New York 2025

20th Anniversary

Investor Relations, Marketing & Communications Forum 2025 Agenda

Day 1: March 26, 2025

8:00 **Registration – Continental Breakfast**

8:05 **Breakfast meetings**

Meeting A

Investor Relations career development

- Becoming competent through and rank skills needed
- Breaking through the glass ceiling or parallel opportunities
- What is the hiring environment
- What is the appropriate compensation
- Different needs of senior level vs junior level for growth

Meeting B

Marketing career development

- Becoming competent through and rank skills needed
- Breaking through the glass ceiling or parallel opportunities
- What is the hiring environment
- What is the appropriate compensation
- Different needs of senior level vs junior level for growth

Panelists

Lauren Gruchy, Field Events Manager, Georgian

9:00 **Opening remarks & chair welcome**

09:15 **Keynote**

10:00 **Leverage new and emerging technologies**

- Building technology solutions vs leveraging technology software
- Hear what tools are available and how (well) they work
- Discuss best practices within technologies and workflows
- Consider AI's limitations and opportunities
- What are the things that GPs want from technology
- What technologies are evolving

10:50 **Networking break**

11:20

Emerging sources of funding: Family offices and multi-family offices

- US vs global challenges and opportunities
- Contrast workable approaches for attracting and keeping family office vs multi-family offices
- Cater to consultants to maximize return on investment

Panelists

- Emily Mason, Managing Director, Head of Investor Relations & Fundraising, Cornell Capital
- Leslie Hill, Partner, Chief Operating Officer of Global Capital Formation, Sagard

Creative IR and marketing: What's new and different

- Innovative strategies for communications formats, including video
- What forums and channels are effective
- Change over time to use zoom or pre-recording collateral
- Using video to tell your story
- Augmenting your pitchbook

12:10 **Networking luncheon**

1:10 **Think tanks**

GP-only gatherings for candid discussions in a closed-door setting. Join your peers for candid discussions in a closed-door setting, with no media, vendors, or service providers in the room.

Think tank A

Communication strategies to develop and protect your relationships

- Identify communication dos and don'ts
- Discuss messaging fundamentals
- What is the key to crisis messaging
- Utilizing new technology and subscription models
- Compare the strategies for gaining traction to differentiate that are employed by small departments vs. large departments

Think tank B

Expanding and enhancing the due diligence experience during fundraising

- Marketing and IR collaboration
- How to manage expectations internally how to
- Address trends in LP expectations for fundraising
- Changing pre-marketing prep and what is standard in your data room

Co-facilitator
David Martus, Managing Director of Investor Relations, GSSG Solar

2:15

AI: Present use cases and possibilities

- Precautions that address threats to privacy and security

Build and develop your team

- Compare Inhouse vs agency implications

Rise of semi-liquid vehicles in private markets

- Survey the competitive landscape of semi-liquid funds

		• Leverage opportunities for your team • Diligence tools • Role of AI in background research	• Implications for building and managing your team if you are a one hub or regional ops firm • Partnering with C-suite for buy-in to value of marketing and IR • Finding the intersection of IR and marketing teams and how collaboration works and doesn't work *Panelists* • Andrew Campbell, Partner, DC Capital Partners • Kathryn Pothier, Partner, Investor Relations, Epiris	• identify unique selling points and potential differentiators. • Discuss market trends and investor preferences related to this asset class
3:05	**Networking break**	**Speaker office hours** During Speaker Office Hours meetups, speakers and other participants will meetup to continue the conversations for particularly popular sessions. The sessions that will be supplemented in these meetups are TBD. These sessions will not be facilitated.		
3:35	**Working cross-functionally: Win allies and collaborate with sales legal, investing and compliance**	**Storytelling that is authentic and compelling**	**Side letter negotiations and LP requests**	
		• Fostering collaboration by ensuring and conveying alignment of interests • Convey imperatives and get in step with to C-level other functions • Tips for communicating do's and don'ts • Practical approaches for when your facing roadblocks • Investigate internal processes for how conducive they are for collaboration	• What is the right approach for your firm • What rings true with disparate constituencies • Importance of tailoring message length and channel(s) used based on audience • Best-in-class though leadership: Owned content and digital in storytelling	• What terms in side letters are new in past 12 months • What are LPs asking for • At what point should IR be in the conversation • Work in concert with other functions • Use marketing skillsets to translate and position information and incremental materials to LPs

Panelists
- Jennifer Rogg, Managing Director - Head of Investor Relations, Dunes Point Capital
- Erica Sunkin, Director of Communications, New Enterprise Associates (NEA)

Panelists
- Parag Shah, Head of Marketing, Arena Investors

4:30 **LP Panel: Ongoing communications with investors**

- *Manage relationships in a slower exit environment*
- *Keeping investors interested between fundraises*
- *When and how to communicate differently with LPACs*
- *Reporting expectations vs. exasperation: how often and what are you reporting*
- *How ILPA's template may change reporting*

Moderator
Amrita Mainthia, VP, Investor Relations, General Catalyst

Panelists
Michael Felman, President and CEO, MSF Capital Advisors

5:20 **20th Anniversary Gala**

Day 2: March 27, 2025

8:00 **Breakfast of Champions**

All participants will share one issue they faced, their solution and the outcome. This lively session is sure to be an event favorite.

9:00 **Keynote**

9:50 **Objective-driven AGMs: Design your program with priorities in mind**

- Discuss various objectives of AGMs and tactics for achieving them
- Examine how program facets (content, speakers, activities, etc.) are conducive to AGM objectives
- What pre- and post-AGM communications work
- What activities generate the highest/lowest levels of engagement
- What infrastructure and technologies (layout, venue, timing, apps etc) work and don't work for LPs

10:40 **Networking break**

Speaker office hours
During Speaker Office Hours meetups, speakers and other participants will meetup to continue the conversations for particularly popular sessions. The sessions that will be supplemented in these meetups are TBD. These sessions will not be facilitated.

Speaker Office Hours **Speaker Office Hours**

11:10

Crisis communications and issues management

- Countering and leveraging influence of social media
- Organize with an emphasis on immediacy
- Cyber risk management and planning tabletops that are specialized and apart from routine crisis communication
- Scenario and contingency planning based on most relevant situations for firm or portfolio companies
- Proactive and reactive strategies for ESG and DEI

Vet, select and manage placement agents

- How the placement agent landscape has changed and how does it impact selection and
- What is the role of placement agents and how does firm maturity affect this
- How much to give and what work to assign
- How to coordinate your collaboration
- When do you come in and how do you reference them
- Look at benefits or working with or without them
- What specific areas do different placement agents have access to

Panelists

- Christina Anzel, Director, Client Team, Generation IM
- Mac Hofeditz, Managing Director, Vector Capital Management

Leverage growth areas: Private banks & RIAs

- US vs global challenges and opportunities
- Form a presence in this area and how to play it based on fund size and brand
- RIA space -why custody reporting and other priorities are important
- In wealth management in RIA space is a huge PE
- What factors weigh in on whether to put all chips on one RIA manager vs diversifying
- How to pitch differently
- Scalability: What structure are you using to bring them in and how to service them

12:00 **Networking luncheon**

1:00	Navigating the backlash and regional nuances to ESG and DEI	Strategies that resonate with institutional investors in a slow exit environment	Messaging matters: Technologies and providers that deliver
	• Look at the growing movement toward Responsible Innovation • Navigating LP relationships when you invest in controversial industries • Conveying the financial advantages of DEI and ESG • Tailor your messaging without compromising your integrity	• Evolution and growth of the secondary market • Speak to alignment of interests and inherent conflicts • Deliver value when performance isn't strong • What rights do LPs have in the continuation vehicle process • Challenges that LPs face and how GPs can mitigate them *Moderator* Caroline Page, Partner, HighVista Strategies *Panelists* • Roseita Monteiro, Principal Investor Relations, Coller Capital • Kareen Laton, Managing Director, Head of Investor Relations, NovaQuest Capital Management • Priya Karkar, Managing Director, Investor Relations and Business Development, Kline Hill Partners • David Fann, Senior Managing Director, Head of Investor Relations, VSS Capital Partners	• Look into which technologies best deliver and amplify your message • Think about your cost benefit analysis • Consider security concerns • What is a common mistake made by GPs in incorporating tech into their strategy

1:55 Differentiate your brand for fundraising and recruiting

- Retail strategies for making your brand appeal in retail to HNW and mass affluent
- Branding to resonate across various stakeholder groups
- Refresh or tweak your brand
- Update on Marketing Rule regulations for exempt and non-exempt

2:45 **End of conference**

PEI

For program information:
Brian Anderson
brian.a@pei.group

For sponsorship opportunities:
Jimmy Kurtovic
jimmy.k@pei.group

For registration queries:
Customer Services
customerservice@pei.group