Private Equity International

Investor Relations & Fundraising Forum San Diego 2024

September 25-26, 2024
The Westin San Diego Bayview

Preliminary Agenda

Day 1: September 25, 2024

8:00 **Registration – continental breakfast**

8:00 **Pre-conference breakfast meetings**

These meetings will be more interactive than traditional panel discussions. They will start with a 15-minute panel discussion to set the stage and will be followed by a 30-minute interactive Q&A session between the panelist and audience members.

Diversify geographically: Challenges and opportunities
- Weigh the pros, cons and how-tos of using placement agents
- Comply with nuanced regulatory challenges and rule sets
- How do you cover the globe, where do you show up and how often
- International marketing: what are the challenges of marketing a non-US fund to US investors

Speed networking
In this session, participants will expand their network by meeting many peers. This session is ideal for more junior-level IR leaders.

VIP breakfast (invite only)

8:50 **Opening remarks & chair's welcome**

09:05 **Keynote fireside chat**

9:50 **What really matters to investors when you're not fundraising**
- What makes managers stand out during the vetting process
- Hear prioritization drivers of LPs for choosing new managers
- Do's and don'ts during negotiations to optimize friendraising
- What are the red flags and green light signals you're giving

10:40 **Networking coffee break**

PEI

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11:10 **Think tank sessions (GP only)**

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

Think tank A

Messaging in the digital age and social media

- Differentiation strategies that work
- What social media work for your different audiences
- Compare outcomes of different types of content marketing, videos and websites for what you are trying to achieve
- Comply with the Marketing Rule
- New approaches to content-first marketing

Think tank B

Score with HNW investors: Addressing their needs and wants

- Customize messaging and approach to HNW investor's needs and evolve your communications
- Is your firm and back office suited for individual investors including
  - Tailored platform and technology
  - Resources in place before they're needed
- Present the right information in the right way to educate HNWs
- Advantages of going after HNW investors directly or through RIAs

Think tank C

Paths to investors' doorsteps: Talk the talk and walk the walk

- Different approaches that work for disparate channels
- What information should you know about investors as you develop your relationships
- Blocking and tackling best practices
- Hear examples of effective communications pre and post meetings

12:00 **Networking luncheon**

1:00 **Roundtable discussions**

Roundtable discussions are 30-minute interactive, peer-driven conversations, facilitated by two industry experts, on various customer engagement topics that are important to investor relations professionals. Throughout the day, facilitators will rotate tables to ensure all delegates participate in each roundtable discussion.

Brand awareness and integrity when fundraising

- Conveying a consistent and transparent message
- Standing out in a competitive market
- Embracing new technology

Maximize your team's function internally to deliver value

- How do you manage GP expectations internally by communicating effectiveness up
- What are your key challenges in the IR role and
- How do IR teams create ways to add value and stay proactive?

	Building and sustaining credibility with investors • Find the balance between transparency and TMI • Determine what, when, and how to communicate in difficult situations • How to respond when investors want too much **Getting the most out of your AGM** • Determine and maximize outcomes that matter most • Planning and executing interactive AGMs • Realize the potential of pre-planning and communications
3:00	**Networking break**
3:30	**What family offices need and are looking for**
	• Best approaches for finding and targeting family offices • Factors that make your firm and fund well suited for family offices • Communications that build relationships • Compare relationship-building approaches for single family offices vs multi-family offices
4:20	**Technology throughout the LP lifecycle -prospecting, fundraising and customer service**
	• Discuss best practices within CRM systems, DDQs/RFPs, ODDs, data rooms • What are the available tools and solutions • What information should you be tracking in your CRM? • What data and analytics are important
5:00	**What really matters to investors when you're not fundraising**
	• Hear LP expectations for their GP relationships • Hear best practices for AGMs that educate, engage and resonate with LPs • How, what and how often they want to hear from you • Putting your best foot forward thru your social media, quarterly reports and more
5:45	**Cocktail reception**

Day 2: September 26, 2024

8:00	**Continental breakfast**
8:00	**Pre-conference breakfast meetings**

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The evolution of secondary markets

- GP-led
  - When to use GP-led secondaries
  - Advantages and disadvantages
  - How do you manage process
- LP-led
  - How do they influence process
  - How to work with a broker
  - How do they think about ideal buyer types

Linking your IR and marketing teams and responsibilities

- Explore at communications' role in facilitating deal flow
- Compare various models and structures set and the best practices for each
- Discuss IR's steps and missteps for maintaining PE/VC brand
- What common and separate metrics matter for your teams
- Finding and retaining IR and marketing talent

8:45 **Fundraising carousel (GP only)**

A hybrid of the popular roundtable and think tanks formats, groups with share best practices in three areas. Each table will report back to the whole group the key practices in one category. Join your peers for candid discussions in a closed-door setting, with no media, vendors, or service providers in the room.

People	Processes	Technology

10:15 **Networking break**

10:45 **Roundtable discussions**

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Tailoring your story to multiple investor types

- Contrast characteristics different investor types
- Breakdown world view and needs of investor channels
- Maintain brand integrity while tailoring your story
- Discuss how nuances influence where and how to reach different constituencies

Communicating with LPs in times of stress

- How IR execs can prepare for conversations around negative news with LPs
- Manage media and headline risk
- Forge partnership mentalities that endure times of stress
- Explore the limits of zoom/digital communication

Friendraise when you're not fundraising

- Optimize your CRM for strategic and effective relationship building
- Integrate branding, voice and data across technology platforms
- Discuss big-firm approaches and meeting those challenges as a smaller firm
- Produce creative content and events (beyond your AGM)

12:15 **Networking luncheon**

1:15

Manage the process of co-investing

- Leveraging co-investing during fundraising
- Understanding the increasing demands from your LP base for co-investment opportunities
- Creating a co-investment program for the LP and GP
- How much does it impact your strategy around LP targeting?
- Make sure economics are aligned

The future of AI: How it is shaping LP relations and communications in the present

- Hear use cases that demonstrate its value
- What challenges and opportunities are at hand
- Survey the market landscape to identify risk and opportunity
- Cybersecurity and privacy concerns

2:00 **Staffing: Team building, development and retention best practices**

- Engage and nurture aspiring IR leaders until they have enough experience to be “in the room”
- Consider team composition and individual backgrounds are important for LPs?
- Facilitating intra- and cross functional collaboration
- How do you get the right skills on the team and what are they?

2:45 **Forum ends**