

Private Equity
International



Investor Relations and Fundraising Forum San Diego 2024

Maximize your fundraising potential



Attract and retain investors at the must-attend event for IR professionals.



Differentiate your firm and stand out in a competitive market.



Hear peer-to-peer guidance and LP perspectives in collaborative sessions.

Investor Relations & Fundraising Forum San Diego 2024

September 25-26, 2024
The Westin San Diego Bayview

Speakers

Nicole Beauregard, Director, Marketing, Hamilton Lane
Kate Bechtold, Senior Director, Investor Relations, Vida Ventures
Luciana Castro, Head of Investor Relations, Espresso Capital
Andrew Darcovich, Head of Investor Relations and Business Development, Alpha Edison
Heather Engel, Senior Vice President, Head of Investor Relations, Juxtapose
Morgan Finnell, Director, Investor Relations, Evolution Capital Partners
Alicia Francis, Head of Investor Communications, GenNx360
Dr. Aaron Funk, Principal, Reston Equity Group
Amanda Heravi, Managing Director, Investor Relations & ESG, Avista Capital Partners
Mac Hofeditz, Managing Director, Head of Marketing and Investor Relations, Vector Capital
Lauren Hubbert, SVP, IR; Head of Investor Solutions, Brookfield Asset Management
Kimberley Kasper, Chief Growth Officer, Strattam Capital
Nancy Katz, Senior Director, Costanoa Ventures
Emily Mason Larkin, Managing Director, Head of IR & Fundraising, Cornell Capital
Stacey Leanos, Director of Investor Relations, ACME Capital
Stephanie Lo, Director, Investor Relations & Marketing, Clairvest Group
Taylor Long, Vice President, Capital Raising/Investor Relations, SoLA Impact
Kate Mermelstein, Director, Investor Relations & Fundraising, Top Tier Capital Partners
Amy Nelson, Chief Strategy Officer, Rethink Capital Partners
Camila Noordeloos, General Partner, Grand Ventures
Rishi Pabari, Head of Investor Relations, ICON Infrastructure
Ravali Parsa, Director, Investor Relations, Aurora Capital
Yoni Riemer, Managing Director, IR and Corporate Development, Peak Rock Capital
Katherine Schoen, Global Head of Investor Relations & Operations, Robert W. Baird & Co
Tessa Shakon, VP, Investor Relations, Ridgemont Equity Partners
Amanda Stewart, Global Head of Investor Relations & Fundraising, Alvarez & Marsal Capital
Betsy Sylvester, Managing Director, Head of Client Management, Castlake
Evan Teiger, Partner, Investor Relations, Foundation Capital
Ruben Tinajero, Vice President, Investor Relations, Gryphon Investors
Eva Pullano, Head of Marketing and Communications, Fin Capital
Katherine Vu, Head of Investor Relations, Glendon Capital Management



For program information:
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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 panelists and audience members.

Expand your funding base internationally

- 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

Panelists

- Ravali Parsa, Director, Investor Relations, Aurora Capital
- Andrew Darcovich, Head of Investor Relations and Business Development, Alpha Edison
- Mac Hofeditz, Managing Director, Head of Marketing and Investor Relations, Vector Capital

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



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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

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

Luciana Castro, Head of Investor Relations, Espresso Capital

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

Katie Schoen, Global Head of Investor Relations & Operations, Robert W. Baird & Co

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

Evan Teiger, Partner, Investor Relations, Foundation Capital

12:00 Networking luncheon



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1:00 Roundtable discussions
Roundtable discussions are 30-minute interactive, peer-driven conversations, facilitated by two industry leaders. Throughout the session, facilitators will rotate tables to ensure all delegates participate in each roundtable discussion.

Brand awareness and integrity when fundraising

- Stand out in a competitive market
- Create and convey a consistent and transparent message
- What is your true north and how do you convey that genuinely
- How to cut through the noise with a clear differentiating narrative

Facilitators

- Nicole Beauregard, Director, Marketing, Hamilton Lane
- Kimberley Kasper, Chief Growth Officer, Strattam Capital

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?

Facilitators

Dr. Aaron Funk, Principal, Reston Equity Group

Build and sustain 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

Facilitators

Get 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

Facilitators

Stephanie Lo, Director of Investor Relations & Marketing, Clairvest Group

3:00 Networking break

3:30 What family offices need and are looking for Friendraise when you're not fundraising

- | | |
|---|---|
| <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 |
|---|---|



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- Leverage family office operating experience to benefit portfolio companies

Panelists

- Stacey Leanos, Director of Investor Relations, ACME Capital

- Leverage creative content, thought leadership and proprietary research on industry perspectives
- Produce regional and intimate events (beyond your AGM)

Moderator

Camila Noordeloos, General Partner, Grand Ventures

Panelists

- Rishi Pabari, Head of Investor Relations, ICON Infrastructure
- Kate Mermelstein, Director, Investor Relations & Fundraising, Top Tier Capital Partners
- Katherine Vu, Head of Investor Relations, Glendon Capital Management
- Kate Bechtold, Senior Director, Investor Relations, Vida Ventures

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?

Panelists

- Morgan Finnell, Director, Investor Relations, Evolution Capital Partners
- Taylor Long, Vice President, Capital Raising/Investor Relations, SoLA Impact

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
- Put your best foot forward thru your social media, quarterly reports and more

5:45

Cocktail reception



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Day 2: September 26, 2024

8:00 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.

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

Panelists

- Amy Nelson, Chief Strategy Officer, Rethink Capital Partners
- Ruben Tinajero, Vice President, Investor Relations, Gryphon Investors

Link 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

Panelists

- Amanda Stewart, Global Head of Investor Relations & Fundraising, Alvarez & Marsal Capital
- Eva Pullano, Head of Marketing and Communications, Fin Capital

8:45 Fundraising carousel (GP only)

A hybrid of the popular roundtable and think tanks formats, groups will 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

Roundtable discussions are 30-minute interactive, peer-driven conversations, facilitated by two industry leaders. Throughout the session, facilitators will rotate tables to ensure all delegates participate in each roundtable discussion.



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Tailor 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

Facilitators

- Yoni Riemer, Managing Director, IR and Corporate Development, Peak Rock Capital

Communicate 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

Facilitators

Lauren Hubbert, SVP, Investor Relations; Head of Investor Solutions, Investor Relations; Head of Investor Solutions, Brookfield Asset Management

Best practices for your LPAC and other LP interactions

- Best or common practices for interactions
- Have the hard conversations, votes, contentious issues
- Discuss logistics, frequency, timeline, and fostering an LP's desire to attend
- Coordinate LPACs across multiple active funds

Facilitators

Tessa Shakon, VP, Investor Relations, Ridgmont Equity Partners
Alicia Francis, Head of Investor Communications, GenNx360

12:15 **Networking luncheon**

1:15	Manage the process of co-investing	The future of AI: How it is shaping LP relations and communications in the present
	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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



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Panelists

- Emily Mason Larkin, Managing Director, Head of Investor Relations & Fundraising, Cornell Capital
- Amanda Heravi, Managing Director, Investor Relations & ESG, Avista Capital Partners
- Heather Engel, Senior Vice President, Head of Investor Relations, Juxtapose

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?

Panelists

Betsy Sylvester, Managing Director, Head of Client Management, Castlelake

2:45

Forum ends



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