

Private Equity  
International

# Investor Relations, Marketing & Communications Forum

San Francisco 2023

September 20-21, 2023  
Parc 55 San Francisco

## Maximize your firm's fundraising potential

To learn more, visit:  
[privateequityinternational.com/irmc-sf/](https://privateequityinternational.com/irmc-sf/)



*"This is the best conference to meet and share best practices with other IR, fundraising, marketing and communication professionals."*

**Rob Kaufman**

Head of Investor Relations  
**Linse Capital**



**New for 2023!**

# Build customer engagement strategies to raise capital

Taking place on day two, the **Private Equity Customer Engagement Workshop** will equip you with strategies to identify new sources of capital and build strong relationships with investors.

**Through roundtables, you'll discuss a range of topics including:**

- » Building your firm's brand for success
- » Using technology to prospect, attract and retain investors
- » How to produce successful annual general meetings for prospects and investors
- » Managing its customers' expectations through digital, mobile and social experiences
- » And more...



**Learn more** 

# Stand out in a crowded market

As investors become more selective about who they're investing in, it's more important than ever to make sure your firm is standing out in the crowd. This year's forum will make sure you have an effective marketing and communications strategy backed by a solid brand..

## Marketing discussion topics include:

- » How to reach the right investors
- » Understanding when and why to rebrand
- » Real-time crisis communications management

## Marketing experts you'll hear from



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



**Jennifer Janson**  
Director of  
Communications  
OMERS Ventures



**Tracie Kelly**  
Director of Marketing  
Excellere Partners



**Hillá Watkins**  
Chief Marketing Officer  
Scale Venture Partners



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# Reach your fundraising goals

With the growing class of non-traditional investors it can be difficult to find the right investors for your firm. This year's forum will help you define your ideal investor persona, improve your relationships with them, create an engaging investor experience, and much more.

## IR discussion topics include:

- » The new politics of private investing
- » The growing class of non-traditional investors
- » Designing a positive investor experience

## IR experts you'll hear from



**Kathlika Fontes**  
Director of Investor  
Relations  
Grain Management



**Amy Nelson**  
Chief Strategy Officer  
Rethink Capital Partners



**Allan Petersen**  
Managing Director,  
Investor Relations  
Nautic Partners



**Charlotte Shropshire**  
Head of Investor Relations  
Menlo Ventures



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# Book before July 28 for the best rate!

**Book now** ➔



*The PEI IR, Marketing & Communications Forum is the best conference in the PE/VC industry for continued learning, networking and sharing of best practices. I haven't found any other event that is as impactful on my job."*

**Kelsey Clute,**

VP, Director of Communications  
HCI Equity Partners

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