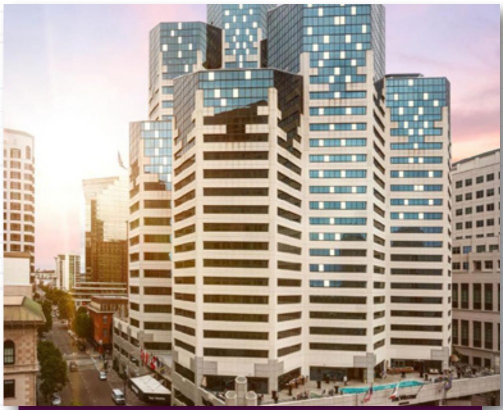
Private Equity International

Investor Relations and Fundraising Forum
San Diego 2024

PEI

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.

Private Equity International

Investor Relations & Fundraising Forum San Diego 2024

September 25-26, 2024
The Westin San Diego Bayview

Keynote

Matthew Pedley, Sr. Managing Director, Head of Institutional Client Solutions in the Americas, Blackstone

Speakers

Kathy Altenhoff, Vice President, Investor Relations
Nicole Beauregard, Principal, Private Wealth Marketing, Hamilton Lane
Kate Bechtold, Senior Director, Investor Relations, Vida Ventures
Anne Buchanan, Head of Capital Formation & Investor Relations, Preston Capital
Thomas Buley, Founder and CEO, Sightglass
Derek Bunting, Managing Director, Head of North America, Arcano Partners
Rushana Cypert, Vice President, Investor Relations, The CapStreet Group
Andrew Darcovich, Head of Investor Relations and Business Development, Alpha Edison
Nicole Vernese Dempter, Managing Director, IR & Product Development, Crow Holdings
Bruce Emken, Head of Wealth Management, Pathway Wealth Management
Heather Engel, Senior Vice President, Head of Investor Relations, Juxtapose
Morgan Finnell, Director, Investor Relations, Evolution Capital Partners
Dr. Aaron Funk, Principal, Reston Equity Group
Lauren Goodman, Vice President, Capital Formation Operations, Pennybacker Capital
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
David Hunter, Managing Director and Head of Investor Relations, The Cynosure Group
Kimberley Kasper, Chief Growth Officer, Strattam Capital
Nancy Katz, Senior Director, Costanoa Ventures
Antonia Korduba, Principal, Director Investor Relations, G Squared
Emily Mason, 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
Ben Malcolmson, Head of Investor Relations, Trinity Capital
Lindsay Mehta, Director, Investor Relations & Marketing, JMI Equity
Kate Mermelstein, Director, Investor Relations & Fundraising, Top Tier Capital Partners
Amy Nelson, Chief Strategy Officer, Rethink Capital Partners
Michelle Klonsky Nemon, Vice President, Investor Relations, Varsity Healthcare Partners
Camila Noordeloos, General Partner, Grand Ventures
Rishi Pabari, Head of Investor Relations, ICON Infrastructure
Ravali Parsa, Director, Investor Relations, Aurora Capital
Gingee Prince, Chief Impact Officer, Enhanced Capital
Eva Pullano, Head of Marketing and Communications, Fin Capital
Yoni Riemer, Managing Director, IR and Corporate Development, Peak Rock Capital
Jessica Schmitt, Head of Investor Relations, Waud Capital Partners
Katherine Schoen, Global Head of Investor Relations & Operations, Robert W. Baird & Co
Antonia Schwartz, Head of Investor Relations, Lotus Partners
Tessa Shakon, VP, Investor Relations, Ridgemont Equity Partners
Amanda Stewart, Global Head of Investor Relations & Fundraising, Alvarez & Marsal Capital

Jefferson Stone, Founder and Managing Partner, Barrel Rate Capital
Betsy Sylvester, Managing Director, Head of Client Management, Castlelake
Andie Taylor, Partner, Investor Relations, Andreessen Horowitz
Evan Teiger, Partner, Investor Relations, Foundation Capital
Ruben Tinajero, Vice President, Fundraising and Investor Relations, Gryphon Investors
Sarah Tomolonius, Partner, Head of Investor Relations, M13
Katherine Vu, Head of Investor Relations, Glendon Capital Management
Jemma Wolfe, Global Head of Commercial Strategy, Alternatives Capital Formation, Goldman Sachs

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

Moderator
Gingee Prince, Chief Impact Officer, Enhanced Capital
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)

- Anne Buchanan, Head of Capital Formation & Investor Relations, Preston Capital

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

09:05 **Keynote fireside chat**

Propel fundraising by aligning your funds and disparate investor types

- Pinpoint what types of investments work with various investor types
- Position your fund and a nuanced positioning of your fund with investor types and their interests
- Work with clients to determine which products are the most relevant for them
- Manage multiple strategies simultaneously
- Importance of timely and transparent communication

Matthew Pedley, Sr. Managing Director, Head of Institutional Client Solutions in the Americas, Blackstone

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	Think tank B	Think tank C
Messaging in the digital age and social media	**Score with HNW investors: Addressing their needs and wants**	**Paths to investors' doorsteps: Talk the talk and walk the walk**

- 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

- 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

Facilitators
- Katie Schoen, Global Head of Investor Relations & Operations, Robert W. Baird & Co
- Bruce Emken, Head of Wealth Management, Pathway Wealth Management

- 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

Facilitators
- Evan Teiger, Partner, Investor Relations, Foundation Capital
- Kathy Altenhoff, Vice President, Investor Relations

12:00 **Networking luncheon**

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, Principal, Private Wealth 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
- Nicole Vernese Dempter, Managing Director, Investor Relations & Product Development, Crow Holdings

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
- Antonia Schwartz, Head of Investor Relations, Lotus Partners
- Jemma Wolfe, Global Head of Commercial Strategy, Alternatives Capital Formation, Goldman Sachs

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
- Rushana Cypert, Vice President, Investor Relations, The CapStreet Group

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
- Leverage family office operating experience to benefit portfolio companies

Panelists
- Stacey Leanos, Director of Investor Relations, ACME Capital
- David Hunter, Managing Director and Head of Investor Relations, The Cynosure Group
- Ryan Ponsford, Principal, Akili Capital

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
- 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
- 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
- Yair Riemer, Head of Investor Relations, Upfront Ventures

5:10 **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 through your social media, quarterly reports and more

Panelists

Jefferson Stone, Founder and Managing Partner, Barrel Rate Capital

6:00 **Cocktail reception**

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 and portfolio finance

- 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

Link your IR and marketing functions and responsibilities

- Explore at communication's' 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

Panelists

Panelists

- Amy Nelson, Chief Strategy Officer, Rethink Capital Partners
- Ruben Tinajero, Vice President, Fundraising and Investor Relations, Gryphon Investors
- Derek Bunting, Managing Director, Head of North America, Arcano Partners
- Antonia Korduba, Principal, Director Investor Relations, G Squared
- Amanda Stewart, Global Head of Investor Relations & Fundraising, Alvarez & Marsal Capital
- Eva Pullano, Head of Marketing and Communications, Fin Capital
- Lindsay Mehta, Director, Investor Relations & Marketing, JMI Equity
- Ben Malcolmson, Head of Investor Relations, Trinity Capital

8:50 **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**

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.

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
- Michelle Klonsky Nemon, Vice President, Investor Relations, Varsity Healthcare Partners

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, Ridgemont Equity Partners

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

Panelists

- Emily Mason, 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

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

- Hear use cases that show what can be done today as compared to the future possibilities
- Discuss internal process vs LP engagement uses
- Prepare for challenges and opportunities
- Know cybersecurity and privacy concerns

Moderator

Sarah Tomolonius, Partner, Head of Investor Relations, M13

Panelists

- Andie Taylor, Partner, Investor Relations, Andreessen Horowitz
- Thomas Buley, Founder and CEO, Sightglass

2:05 **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
- Nancy Katz, Senior Director, Costanoa Ventures
- Jessica Schmitt, Head of Investor Relations, Waud Capital Partners
- Lauren Goodman, Vice President, Capital Formation Operations, Pennybacker Capital

2:50 **Forum ends**