



**Join the private equity industry's
pre-eminent event for Fundraising
& Investor Relations professionals**

**Make sure your firm wins
the attention and backing
of active Limited Partners
in 2014**

**Get essential insights and
know-how to develop high
impact fundraising, IR and
communication strategies**

**Connect with successful
industry practitioners and
expert advisors to address
the latest developments
in best practice**

BOOK NOW – £550 + VAT

Get an additional 10% discount with code: **AAVIP2013**

The **AltAssets Fundraising & IR Forum** has been specifically designed to meet the needs of IR professionals and senior partners.

The rules and requirements of investor relations are changing rapidly. Leading IR professionals are making sure they are equipped with the latest knowledge, the right tools and the most useful connections to maximise success for their firms.

With input from institutional investors, industry experts and market leaders, the forum provides a unique opportunity to learn from successful practitioners and peers about how to build and enhance relationships with LPs.

At the request of our clients, we are bringing together up to 100 senior IR professionals and experts in fundraising, marketing, communications and fund formation to drive an agenda that assesses the challenges facing GPs and identifies winning strategies for 2014.

Confirmed Speakers



Volkert Doeksen
Chairman, MD,
AlpInvest Partners



Graham McDonald
Director of Private Equity,
SWIP Private Equity



Eric Warner
Co-CEO, Head of IR,
Altius Associates



Michele Giddens
Partner and Co-Founder,
Bridges Ventures



Cameron Graham
Investment Director,
SL Capital



Stephen Cavell
Head of IR,
Graphite Capital



Fiona Dane
IR Director,
ISIS Equity Partners



Jim Strang
Managing Director,
Hamilton Lane



Jean-Philippe Burcklen
Head of Lower Mid-Market,
European Investment Fund



Laurence Jonkler
Partner,
Pantheon



Guy Eastman
Chief Investment Officer,
Aberdeen SVG

PROVISIONAL AGENDA

Presentation: Fundraising Outlook

- What are the global prospects for funds going to market in 2014?
- What will be the winning strategies for fundraisers?
- What changes are happening to LP investment preferences in terms of fund type, region and manager characteristics?
- How can GPs take advantage of changing market dynamics and how can they determine the best time to launch marketing or IR initiatives?

LP Panel: Fund-Raising & IR Essentials For 2014

- What is best-practice IR strategy as far as LPs are concerned?
- What are so many GPs still doing wrong and why?
- What are the key things every GP must do before approaching LPs for money?
- What are the most innovative things GPs have done to get an LP's attention or change an LP's mind about an investment?
- Should fundraising and IR strategies differ markedly for infrastructure or real estate funds?

IR Expert Panel: Fundraising Success Stories

- What is it that successful fundraisers do well and unsuccessful fund managers do badly?
- How can fund managers attract LP attention vs competitors and how can they displace 'favoured' GPs?
- What are the essential rules and tips GPs need to follow to get onto LPs' agendas?
- How relevant is 'pre-marketing' and 'momentum' to fundraising success and how have these factors changed in the current environment?
- How important are in-house IR professionals and can they make or break a successful campaign?

Fund Formation & Structuring: The New Normal

- Why is there a strong trend away from vanilla LP fund structures?
- How are new fund managers building their firms by creating deal-by-deal and co-investment structures?
- What do GPs need to know before they go on the road to save time, money and hassle down the line?

Online IR: Why It's Essential Even If You Don't Realise It

- How mainstream will digital IR become in 2014 and how easy will it be to get left behind?
- Your firm has an online presence whether you like it or not - so how do you harness it to your benefit?
- How are digital strategies bringing new LPs to savvy GPs and enhancing ongoing LP relationships?
- What will be the impact of the SEC lifting restrictions on general solicitation and advertising?

Networking Lunch & Roundtable Discussions

Attendees can choose to sit at designated tables to discuss and share views with industry experts and practitioners on a major topic of interest. Table topics include: Fundraising strategies; The role of ongoing IR; Selecting and using a placement agent and other advisors; Fund formation and structuring; Communications & PR; Investor reporting and Fund administration.

First Time Funds & New Managers: Still The Life Blood Of The Industry

- Identifying the secrets of success for first-timers and incorporating best practice
- Understanding why there are plenty of LPs who will back first-timers and what GPs need to do secure their support
- How deal-by-deal and co-investment strategies can help GPs build successful firms if they do it right - or ruin their prospects if they do it wrong

Expert Advisor Panel: Getting The Fundraising Process Right

- Case study horror stories - lessons learnt on the fundraising trail
- How GPs can maximise their chances of success by avoiding common mistakes made by many fundraisers?
- How GPs should use placement agents and other advisors to maximum effect?
- How to structure the perfect pitch - and jettison the baggage that holds you back

Investor Communications & Investor Reporting

- Why do so many GPs fail to understand the benefits of a coherent communications strategy and what are the consequences of keeping their heads in the sand?
- Is fund reporting really becoming more complicated or are service providers overcomplicating the matter?
- What are the range of communications strategies that all GPs should be following?
- How should GPs allocate budgets for their communications activities and measure their return on investment?
- How should a communications strategy support the lead-in to a fundraising strategy?

Fundraising For Funds Of Funds: Winning The Next Generation Of Clients

- Why are the reports of the death of funds of funds a great exaggeration - and how can the model serve a new generation of clients?
- Why are leading firms in the industry happy for laggards to stick to outdated strategies (and fail to notice where the new opportunities are)?
- How can FoF managers increase profits if they charge more for a customised product than a standardised one?
- How are product offerings and fundraising strategies changing amongst market leaders to win new accounts?

Five Networking Breaks Throughout The Day

BOOK NOW - SAVE 10%

Save an additional 10% by registering before
31st December 2013 using discount code:

AAVIP2013

Please note: places are limited to industry practitioners and experts. As with all AltAssets forums, the number and balance of attendees is carefully managed in order to ensure high quality discussions and interactions. Restrictions apply to each category of attendee, so you are advised to register your place as soon as possible to avoid missing out.

*Earlybird price expires 31st December 2013.

WHO'S ATTENDING

- ▶ In-house professionals involved in IR, marketing communications and investor reporting
- ▶ GPs looking to improve their IR capabilities
- ▶ GPs planning to raise funds in the next couple of years
- ▶ Placement agents and fundraising advisors
- ▶ Fund formation lawyers and fund administrators

 www.AltAssets.net/fundraisingforum

 +44 (0)20 7749 1270 – Speak to Ms Kaijal Pahl

 KPahl@AltAssets.net

OR Scan the QR code
with your phone to go
to the registration page

