

# FUNDRAISING & INVESTOR RELATIONS

## PROGRAMME

### Thursday 6 June

8:45 - 9:00 Registrations

9:00 - 11:00 Introduction to fundraising and fund marketing  
Cyril Demaria, Head of Private Markets, Wellershoff & Partners

11:00 - 11:30 Coffee break

11:30 - 13:00 The fundraising process

- Elevator pitch
- Documentation
- Presentations
- PPM & LPA
- Due diligence pack

Tanya McHale, Managing Director, MVision

13:00 - 14:00 Lunch

14:00 - 15:00 Preparing the field and setting the goal

- Target size, hard cap
- Strategy definition, peer group
- Performance & risk
- Pre-marketing, active communication
- Closing strategy (first, subsequent, "goodies"), timing
- Choosing partners
- Branding strategy

Martin Kődar, Managing Partner, BaltCap

15:00 - 15:15 Coffee break

15:15 - 16:15 How do institutional LPs invest?

- Target allocation, top down and bottom up approaches, targets
- Institutional investor mind-set: constraints, requirements and process (timeline, internal process, committees, etc.)

Marc Roijackers, Senior Fund Manager Alternatives, Blue Sky Group

16:15 - 16:30 Coffee break

16:30 - 17:30 How do unconstrained LPs invest?

- What is an FO, types of FOs
- Asset allocation & investment strategies
- Dealing with composite asset allocations
- Managing behavioural factors (home bias, industry bias, etc.)
- Handling liquidity requirements

Natacha Beaumont, Investment Director, Quadrivium SA

19.00 - 21.30    Networking Dinner

### Friday 7 June

9.00 - 10.30    Putting it all together - a case study  
Cyril Demaria, Head of Private Markets, Wellershoff & Partners

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10.30 - 11.00    Coffee break

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11.00 - 12.30    Fundraising regulation

- Introduction to legal considerations
- Securities marketing laws - US, Middle East, Asia, Switzerland, overview of the EEA

Samuel Kay, Partner, Travers Smith  
Michael Raymond, Senior Associate, Travers Smith

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12.30 - 13.30    Lunch

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13.30 - 15.00    Fundraising regulation

- Marketing in Europe - various models in detail
- Case studies

Samuel Kay, Partner, Travers Smith  
Michael Raymond, Senior Associate, Travers Smith

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15.00 - 15.30    Closing session - reflecting on goals achieved during the session  
Cyril Demaria, Head of Private Markets, Wellershoff & Partners

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