FUNDRAISING & INVESTOR RELATIONS

Live Online Classroom, 19-21 May 2027

This course will discuss all essential aspects of the relationship between GPs and LPs. Each step of the fundraising cycle is tackled with views from different parties involved in the process, including GPs, LPs, and placement agents. The course offers a unique opportunity to learn from industry leaders via an interactive format.

"A great overview of the fundraising process and players' perspectives. It was a very well-organized course with a great amount of useful content and exceptional speakers."

2026 Course Participant

SPEAKERS

Aleksandr Nekrasov is a Principal in the Primary Fund Investments team of Carlyle AlpInvest, where he is responsible for sourcing, evaluating and executing fund opportunities in Europe. Prior to joining Carlyle AlpInvest, Aleksandr spent six years at Shell Asset Management Company focusing on Private Equity fund commitments. He started his career at an investment bank in Russia. Aleksandr received a BSc in Economics from the Novosibirsk State University and a MSc in International Finance from the University of Amsterdam.

Bjorn Tremmerie is Head of Technology Investments at the **EIF**, which he joined in 2002. With his team he invests and monitors investments in VC funds and oversees a portfolio of over 250 European VC funds. Bjorn sits on the Investment Committee of the Dutch Venture Initiative Funds-of-Funds and is also a member of KfW Capital's Advisory Board. Before joining EIF, Bjorn used to work for a globally active VC fund.

Cyril Demaria is Consultant for **Invest Europe**. Formerly, he was Partner in charge of Private Markets at Wellershoff & Partners and Managing Director of two venture and growth capital funds. Prior to this, he was CIO for private markets at UBS Wealth Management and for a multi-family office. Cyril is Affiliate Professor at EDHEC, lectures at EADA, and holds training for Invest Europe, France Invest and SECA.

Grace Throssell is a Senior Associate in **Travers Smith**. She is a trusted advisor to global multi-strategy alternative investment managers, delivering strategic advice to help clients proactively navigate complex and evolving domestic and international regulations.Her expertise spans the structuring, establishment, and promotion of investment funds and vehicles, including cross-border distribution within the EU and financial promotions; core regulatory regimes, the Senior Managers Regime; and EU/UK prudential requirements.

Jeremy Elmore joined **Travers Smith** in 2011 and became a Partner in 2013. He specialises in the structuring, formation and operation of alternative investment funds (with a particular focus on private equity, debt, real estate and infrastructure funds). Jeremy also advises on secondaries transactions, co-investment structures, carried interest and other incentivisation arrangements and works on the implementation of alternative investment programmes.

Maud Lazare is a Partner with **Seroba** with responsibility for Investor Relations. She has a background in private equity and asset management. Maud graduated from Université Pierre et Marie Curie, Paris VI, with a Masters in Fundamental Mathematics, as well as from Université Paris Dauphine with a Masters in Modelling, Optimisation, Decision and Organisation. Prior to joining Seroba in 2023, Maud was a Partner with French life science VC, Truffle Capital, where she was responsible for Investor Relations.

Tanya McHale joined **Oppenheimer** in 2021 as Managing Director and Co-Head of the Global Fund Placement and Advisory Group. Tanya co-leads the team overseeing all aspects of the group and is deeply involved in global origination, fundraise execution and strategic advisory work as well as transaction advisory and investor coverage. Previously, Tanya was with MVision Private Equity Advisers which she joined in 2001 at its foundation.

"The access to highly qualified investors, fund managers and advisors was amazing!"

2026 Course Participant

PROGRAMME

Wednesday, 19 May

16:00 - 16:30 CET — Introduction of the speaker and participants

16:30 – 17:30 CET — Introduction to fundraising and fund marketing (1)

- How does an LP think?
- Sources of funding – the LP universe

Thursday, 20 May

9:00 – 9:50 CET — Introduction to fundraising and fund marketing (2)

- Fund marketing strategy and the use of placement agents
- Documentation and due diligence
- Fund marketing and investor relations
- Legal aspects and the effects of regulation on the marketing strategy

9:50 - 10:05 CET	BREAK
10:05 - 10:55 CET	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
10:55- 11:10 CET	ONLINE COFFEE BREAK - make your coffee and have a brief chat with speakers and participants in virtual break-out groups
11:10 – 12:00 CET	The fundraising process ○ Documentation ○ Presentations ○ PPM & LPA ○ Due diligence pack
12:00 - 12:30 CET	Elevator pitch – practical session
12:30 – 14:00 CET	LUNCH BREAK
14:00 – 15:00 CET	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.)
15:00 - 15:10 CET	BREAK
15:10 – 16:00 CET	How does the EIF invest? ○ Asset allocation & investment strategies ○ Financing emerging funds and managers: what do we look for? ○ Sponsors, cornerstone, and other key investors: pros, cons, and advice. ○ Managing behavioural factors (home bias, industry bias, etc.) ○ Tips and advice for fundraising

Friday, 21 May

9:00 – 9:50 CET	Fundraising regulation - Introduction to legal considerations
9:50 – 10:00 CET	BREAK
10:00 – 10:50 CET	Fundraising regulation - Securities marketing laws – US, Middle East, Asia, Switzerland, overview of the EEA

10.50 - 11:00 CET BREAK

11:00 - 12:00 CET Fundraising regulation

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

12:00 - 14:00 CET LUNCH BREAK

14:00 - 16:00 CET Putting it all together - a case study

RELEVANT RESEARCH

✓ **Invest Europe Handbook of Professional Standards**
✓ **Investing in Europe: Private Equity Activity 2022**

For a complete list of Invest Europe publications, just follow the **link**.

"I spoke to interesting people and appreciated the update on the general fundraising and PE markets. The legal update was also very helpful."

2026 Course Participant

REGISTRATION

Invest Europe member price: €1230
Non-member price: €1750

*21% VAT will be added to the above prices for Belgian based participants

For more information and to register for the course, contact Elena Vasileva at **training@investeurope.eu**.