

# Investor Relations and Fundraising for Private Equity

**2-Day Executive Education Training Programme**

London: 21<sup>st</sup> – 22<sup>nd</sup> November 2019



# Investor Relations & Fundraising for Private Equity

## 2-Day Executive Education Training Programme

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### Programme Overview

**Investor Relations & Fundraising for Private Equity** is a 2-day interactive seminar aimed at not only those who are involved in investor relations and fundraising activities but the entire team. The programme starts off with the importance of investor relations whether through a dedicated team or not and how the role has evolved over the years. Next is a focus on building and managing LP relationships. Other modules explore ways of communicating with existing and potential investors and steps in getting ready for the next fundraise. Throughout the programme, the current concerns of IR professionals will be constantly debated.

### Course Director – Sneha Hiremath



**Sneha Hiremath** has over 10 years of private equity investor relations and fundraising experience. Currently she heads Ace Advisors, a firm she founded to help private equity firms with their fundraising and investor communications. Earlier in her career, Sneha was a Fund Analyst at Global Private Equity, a placement agent. She then joined Truffle Capital, a leading European player in venture capital, as Head of Investor Relations.

Sneha has an executive diploma in marketing from INSEAD, a Masters in Banking and Finance from the University of Dauphine (Paris IX), and a Master 1 in Management Sciences from the University of Assas (Paris II). Sneha also has AMF certification and Level 1 of the CFA.



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### This course is aimed at:

This course is aimed at professionals who are either new to private equity investor relations or have several year's experience :

- Investor relations professionals
- General Partners involved in the IR process
- Fundraising professionals
- Communications professionals
- Placement specialists
- Advisors
- Consultants

### Key Learning Outcomes:

Attendees of this 2-day course will gain an understanding of:

- The IR role and skills required
- Developing and managing new and existing LP relationships
- Managing the fundraising process
- Communication skills for fundraising and building relationships

### In-House Training Solutions

#### Need a bespoke training solution for your team?

If you have a large team that needs training, an in-house training solution may be right for you. We can run this training programme or a more bespoke course designed especially for the needs for your team.

A programme can be run on **dates convenient to you**, at a venue of your choice, such as **at your offices** and could even prove to be more **cost-effective**.

Programmes can be delivered in a face-to-face classroom-based setting and can also be combined with live online follow-on sessions.

To find out if an in-house solution is right for you, please contact :

Kapriel Kasbarian  
Director  
+44 207 193 5423  
[kkasbarian@ascentium-associates.com](mailto:kkasbarian@ascentium-associates.com)  
[www.Ascentium-Associates.com/in-house](http://www.Ascentium-Associates.com/in-house)

# Course Outline

## Day 1 Topics

### Investor Relations

#### The investor relations role

- During fundraising
- Outside of fundraising
- Skills required
- A transversal role
- A dedicated team?

#### Managing existing LP relationships

- Managing key accounts
- Being proactive towards LP's needs
- Finding the right communication rhythm
- Organising ongoing IR tasks internally (*group exercise*)
- Crisis management

#### Building new LP relationships

- Not only during fundraising
- Making your brand known
- Importance of storytelling
- Importance of ongoing communication
- Building and executing a communication plan (*group exercise*)

## Day 2 Topics

### Fundraising

#### Organising the fundraising cycle

- Where to start? First time fund?
- How to find investors
- Organising the fundraising tasks internally
- When to hire placement agents?

#### Storytelling is the key

- What is storytelling?
- Main storytelling themes
- How to work on the story? (*group exercise*)
- Drafting marketing material

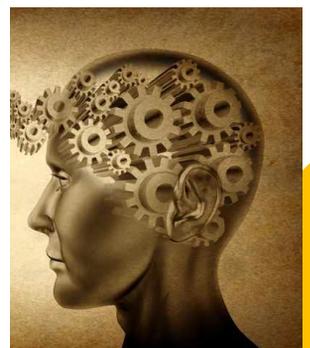
#### Building the momentum

- How long to raise a fund?
- How to reach the first close?
- How to maintain momentum until final close?
- How to monitor placement agents' progress?

#### Communicating on the fundraising

- Should you communicate during the process?
- How and with whom?
- Being transparent and discreet at the same time

*The course will involve several group exercises and each topic will be built upon in line with the needs and questions of the participants.*



# Registration Form

Investor Relations & Fundraising for Private Equity: London – 21-22 November 2019

## Delegate Details

**Delegate 1:** Mr/Ms/Mrs/Dr..... First name.....Last Name.....  
Job title.....Email address.....

**Delegate 2:** Mr/Ms/Mrs/Dr..... First name.....Last Name.....  
Job title.....Email address.....

**Delegate 3:** Mr/Ms/Mrs/Dr..... First name.....Last Name.....  
Job title.....Email address.....

**To register more delegates, please call us on +44 207 193 5423**

**Organisation Name:** .....Membership No. (if applicable).....  
Address.....City.....  
Post/Zip Code.....Country.....Tel.....

## Pricing Choices

**Book by Friday 18<sup>th</sup> October to receive the Earlybird prices.**

Please tick the appropriate box:

	Earlybird Rate	Normal Rate
1 Delegate	<input type="checkbox"/> £1,495	<input type="checkbox"/> £1,795
2 Delegates	<input type="checkbox"/> £2,750	<input type="checkbox"/> £3,495
3 Delegates	<input type="checkbox"/> £4,095	<input type="checkbox"/> £5,095

**Note: All prices exclude 20% VAT which will be added to your invoice or credit card transaction**

## Payment Details

We accept payment with American Express, Mastercard, Visa or by invoice/direct wire transfer. Payment in full must be received in advance of the programme. Registrations received fifteen (15) days or less before a course commences, then the payment must be via credit card.

Please tick method of payment:

Please email to me an invoice  Credit Card Payment - American Express/Mastercard/Visa

Full Name as it appears on Credit Card.....

Credit Card Number.....Expiry Date.....Security Code.....

I have read and agree with the Terms & Conditions\* - Signed.....

*\*For Terms & Conditions, please visit [www.Ascentium-Associates.com/terms-conditions](http://www.Ascentium-Associates.com/terms-conditions)*

Please scan and email your completed registration form to [info@ascentium-associates.com](mailto:info@ascentium-associates.com)  
Alternatively register online at [www.Ascentium-Associates.com](http://www.Ascentium-Associates.com) or call +44 207 193 5423

# About Us

**Ascentium Associates** - We are a specialist training provider, focused on the private equity, real estate and infrastructure/project finance sectors. Our industry course programmes are delivered by highly experienced practitioners enabling you to learn from seasoned veterans.

We are passionate and focussed on your training and development needs and offer many strong reasons as to why you should consider training with us:

•**Faculty Expertise** – Our faculty of experienced practitioner trainers, makes us different from other providers. We have a dedicated section on our website so that you explore the expertise that we can offer.

•**Small Class Sizes** – Our courses are small groups (usually between 8-15 people) and are highly interactive. This allows for a lot of scope to ask questions and join in discussions. Attendees are encouraged to actively join in, contributing with their own experiences and also challenge and learn from each other. Individual and group exercises are designed to get people thinking about, reinforcing and applying their learnings.

•**Learning with your peers** – Our programmes are primarily aimed for industry participants, so you can expect to be training alongside an engaging peer group.

•**Alumni group** – In addition to the peers you will meet, we also have an alumni group for you to network with.

•**Quality Programme Materials and Certificate of Completion** – All programme attendees will receive the programme content and a certificate of completion.

•**Quality venues** – We always use easy to get to venues that are centrally located and which provide the right balance of comfort and technology to facilitate your learning experience.

•**Post course discussion forums** – The forums on our website provide a platform to continue discussions and conversations with fellow attendees.

•**Feedback** – Programme feedback is very important to us, both during and after a programme and forms a basis for ongoing continuous improvement.

•**In-house training** – In addition to our scheduled programmes we also offer bespoke programmes offering expertise, convenience and cost effectiveness.

•**Track record** – Our team of professionals have many years experience of planning, designing and delivering training programmes.



We look forward to working with you.

Best Regards,

Kapriel Kasbarian  
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Ascentium Associates  
Tel: +44 207 193 5423  
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# FAQ

## Frequently Asked Questions:

For a full FAQ please visit [www.Ascentium-Associates.com/faq](http://www.Ascentium-Associates.com/faq)

**Venue** - I know the city in which the course will take place, but where exactly is the training venue located?  
The venue will be located in a central part of the city. As we use several different venues (depending on availability and the number of registered delegates) in each city, we will finalise the venue once we have a good idea of how many attendees we are expecting and will inform you accordingly. We usually finalise the venue about 2-3 weeks before the course.

**Laptops** – Do I need to bring a laptop to the course?  
Unless it is specified, bringing a laptop is optional

**Travel & Accommodation** – I do not live local to the course, do the course fees include my travel & accommodation expenses?

No – Each attendee is responsible for their own travel & accommodation costs and arrangements.

**Timing** – What time does a training day start and end?

Unless specified otherwise, training will start by 9:15am and finish by 5:00pm. On the first day of a course, attendees are required to register their presence and collect their course materials and are therefore requested to arrive by 9:00am.

**Food & Beverages** – Are there any food or drinks served during a training programme?

There will be 2 to 3 short tea/coffee breaks and a lunch available daily and are included in the programme fee.





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