



# **PEI** CONFERENCES

PRIVATE EQUITY INTERNATIONAL

## **THE PEI INVESTOR RELATIONS & COMMUNICATIONS FORUM**

**PEIMedia.com/IRNY08**

**New York Marriott Downtown, New York City**

**June 18-19, 2008**

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# THE PEI INVESTOR RELATIONS & COMMUNICATIONS FORUM

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Optimizing strategic communications and the positioning of your firm

**JUNE 18-19, 2008 | THE NEW YORK MARRIOTT DOWNTOWN**

Welcome to the third annual PEI Investor Relations & Communications Forum, hosted by PEI Conferences. We are pleased to continue providing an opportunity for the private equity investor relations and communications community to come together as a group to focus on the key challenges and issues they face on a daily basis.

The role of the Investor Relations & Marketing professional is changing dramatically. With the increase in market volatility and private equity attracting greater public scrutiny, the task of developing and executing a communication strategy, which generates value and opportunities for different stakeholders, promotes the firm's reputation, maintains relationships, and creates transparency, is increasingly complex. The challenge is compounded by the hurdles of integrating dedicated in-house investor relations and communications professionals into organizational structures where these functions were traditionally led by the deal partners.

The aim of the forum is to provide a unique platform for private equity investor relations and communications professionals to analyze in-depth the drivers changing the private equity landscape and share actionable strategies to execute a communications strategy that dovetails with the firm's mission, vision and values. Leading experts, including experienced practitioners and expert advisors will offer guidance and solutions to marketing and branding challenges, managing and meeting LP expectations, legal and technology issues, press relations, and promoting yourself internally, among a host of other current topics.

## KEY THEMES:

- Integrating the press strategy into the firm's overall business development strategy
- Building credibility and upholding the firm's reputation among increasingly diverse and challenging audiences
- The role of social media (blogs and podcasts) in internal and external communications
- Servicing LPs across different geographies and outside of your home market
- Creating fresh pitches that get immediate attention
- Quickly adapting communications in response to a changing regulatory landscape

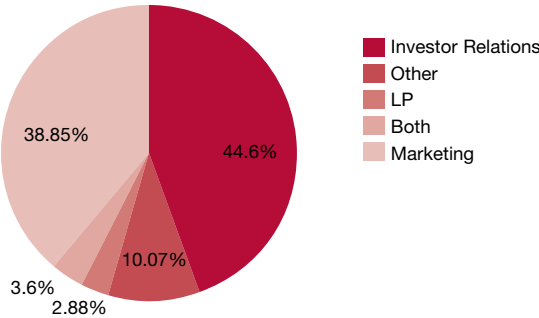
## WHO SHOULD ATTEND:

- Investor Relations Directors
- IR Professionals
- Directors of Marketing & Communications
- Public Relations Professionals
- Managing Partners
- Chief Financial Officers
- Operating Officers
- Fund Administration personnel
- Legal Professionals
- Corporate Advisors & Consultants
- Limited Partners

## NEW THIS YEAR:

The program will kick-off with highlights from the PEI-ILPA Global Limited Partner Survey. Produced in partnership by PEI Media, the publishers of Private Equity International magazine, and the Institutional Limited Partners Association, the association serving limited partner investors in the global private equity industry, the PEI-ILPA Global Limited Partners Survey is the most authoritative study yet on the allocations and appetites of the primary providers of capital to private equity funds. The survey delivers valuable insight into the expectations and appetites of LPs, allowing you to better align communications to meet their investment goals. Respondents to the survey included pension plans from around the world, sovereign wealth funds, family offices, funds of funds, advisors, banks, insurance companies and endowments.

## BREAKDOWN BY AREAS OF RESPONSIBILITIES:



# SPEAKERS

A selection of speakers confirmed for the event include:



**Charles H. van Horne**

Managing Director  
*Abbott Capital Management, LLC*

**Laura Brightsen**

Chief Marketing Officer  
*AIG Highstar Capital*



**Kim Paschall-Hughes**

Director of Communications  
*Austin Ventures*

**Amanda Heravi**

Vice President, Investor Relations  
*Avista Capital Partners*



**Jason Kelly**

Reporter  
*Bloomberg News*

**Allison Cole**

Vice President  
*CCMP Capital Advisors*

**John Kim**

Partner  
*Court Square Capital*



**Bridget O'Brien**

Senior Vice President, Marketing  
*Fidelity Equity Partners*



**Eileen Nelson**

Partner, Director of Investor Relations  
*FLAG Capital Management*



**Kate Castle**

Vice President, Marketing  
*Flybridge Capital Partners*



**Patricia L. Hedley**

Senior Vice President  
*General Atlantic LLC*



**Charles Bauer**

Vice President, Investor Relations  
*HM Capital Partners*

**Christine Campney**

Director of Research  
*Institutional Limited Partners Association*



**Kenneth M. Pierce**

Managing Director/EVP  
*Investment Café by DMLT, LLC*



**William G. Kay, CAIA**

Executive Director  
*Morgan Stanley*



**Michael Flaherman**

Managing Director  
*New Mountain Capital*



**Emily Mendell**

Vice President of Strategic Affairs  
*NVCA*



**Amanda Janis**

Associate Editor  
*PEI Media*



**Wanching Leong**

Editor, PEI Research  
*PEI Media*

**Julie A. Fisher**

Managing Director  
*Providence Equity Partners Inc.*



**Clarke Murphy**

Managing Director  
*Russell Reynolds Associates*



**Todd E. Glasson**

President & Executive Producer  
*Silver Oven*



**Michael Sala**

Sales Manager  
*SunGard Investran*



**Christopher W. Ullman**

Principal & Director of Global Communications  
*The Carlyle Group*



**Kristin A. Custar**

Chief Administrative & Investor Relations Officer  
*The Jordan Company, L.P.*



**Katja Gehrt**

VP Marketing  
*Warburg Pincus*



## **DAY ONE**

June 18, 2008

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**7:45 – 8:40**

**CHECK IN & CONTINENTAL BREAKFAST**

**8:40 – 8:45**

**PEI MEDIA WELCOME**

**8:45 – 8:55**

**CHAIRMAN'S WELCOME**

**8:55 – 9:30**

**KEYNOTE ADDRESS**

**9:30 – 9:45**

**ILPA/PEI GLOBAL ALLOCATION STUDY:**

Highlights from a recent survey of the majority of ILPA members, comprised of pension plans from around the world, sovereign wealth funds, family offices, funds of funds, advisors, banks, insurance companies and endowments. The survey, which gives insight into the expectations and appetites of investors, contains valuable information about overall private equity allocations, projected allocations, allocations by geography, allocations by strategy, co-investment programs, secondary activity, return expectations and much more.

**9:45 – 10:30**

**PANEL: LP'S PERSPECTIVE ON RESULTS OF THE SURVEY**

**10:30 – 11:15**

**NETWORKING COFFEE BREAK**

**11:15 – 12:15**

**PANEL: RAISING YOUR NEXT FUND**

- Managing the fund raising process effectively
- Leveraging strong relationships
- Decoding the offering memorandum
- Recognizing LP hot spots

**12:15 – 1:00**  
**PANEL: EXPANDING YOUR UNIVERSE OF LPS**

- Challenges of approaching new LPs outside of your home markets
- Strategically using placement agents for LPs in specific markets
- New sources of investment capital – feeder funds, sovereign wealth funds et al

**1:00 – 2:15**  
**LUNCHEON**

**2:15 – 3:15**  
**WORKSHOP SERIES I**

**WORKSHOP A: KEYS TO A SUCCESSFUL PRESS STRATEGY**

- Developing a media plan – both short and long term
- How to create fresh pitches that get attention
- Steps to building an in-house PR strategy from the ground up
- Integrating the press strategy into the firm’s overall business development strategy

**WORKSHOP B: DEPLOYING TECHNOLOGY IN COMMUNICATIONS**

- CRM as a tool for fundraising
- What technology is available for the investor relations professional
- Facilitating due diligence – site visits, documentation, setting up digital data rooms
- Leveraging the “investors only” section

**WORKSHOP C: CRAFTING AND DELIVERING KILLER PRESENTATIONS**

In this interactive session, learn how to develop presentations that grab attention, effectively convey key messages, gain media attention and advance your brand. Learn how to:

- Prepare for any audience
- Make your information come alive
- Deliver in a memorable style that results in a lasting positive impression
- Participation is limited.

**3:15 – 3:30**  
**REFRESHMENTS**

**3:30 – 4:30**  
**WORKSHOP SERIES II**

**WORKSHOP D: DECIPHERING THE CHANGING LEGAL AND REGULATORY LANDSCAPE**

- Quickly adapting communications in response to a changing regulatory landscape
- Rules around disclosure during pre-IPO period
- What do electronic Reg D filings mean for communications?
- What do registered investment advisors need to know?

**WORKSHOP E: MAXIMIZING THE EFFECTIVENESS OF YOUR WEB SITE**

- Translate your overall marketing strategy to communicate your global position across the web
- Capitalize on the flexibility of the web to create a targeted message that reaches various communities – CEOs, LPs, Potential Employees
- Create an information architecture that is relevant and meaningful to your audience

**WORKSHOP F: BEST PRACTICES IN INVESTOR COMMUNICATIONS**

- What methodology – personal contact, quarterly report, one-on-one meetings
- Frequency of communications
- Deploying your financial team, investment professional, GPs
- Maintaining relationships with LPs post fundraising
- Servicing your LPs across different geographies
- Importance of the annual meetings



**4:30 – 5:30**  
**PANEL: BRANDING AND THOUGHT LEADERSHIP**

- How to tell where you stand today? Do stakeholders “get” your brand?
- Strategies for starting from scratch vs changing mid-stream
- How do communication style, content, context, attitude and frequency need to be adapted to successfully connect with new audiences (geographies/specialization)?
- How to build credibility and uphold the firm’s reputation among increasingly diverse and challenging audiences?

**5:30 – 7:00**  
**COCKTAIL RECEPTION**

**DAY TWO**  
**June 19, 2008**

**8:00 – 8:45**  
**CONTINENTAL BREAKFAST**

**8:45 – 8:55**  
**CHAIRMAN’S WELCOME**

**8:55 – 9:20**  
**KEYNOTE INTERVIEW**

**9:20 – 10:20**  
**PANEL: COMPENSATING INVESTOR RELATIONS AND COMMUNICATIONS**

- Results of a global survey on investor relations & communications compensation
- The best models for recruiting the right strategic communications professional for your firm
- Benchmarking performance criteria for your strategic communications professional
- Carry: A powerful motivator

**10:20 – 10:40**  
**COFFEE BREAK**

**10:40 – 11:40**  
**WORKSHOP SERIES III**

**WORKSHOP G: INVESTOR RELATIONS 301 – DAMAGE CONTROL**

Featuring in-depth analysis of real-life scenarios, learn how to overcome the challenges encountered by investor relations programs, including:

- A couple of investments in your portfolio are not performing well i.e. particular sector impacted by economy
- Transition of a founding partner leaving the fund
- An LP co-investment gone bad
- Oversubscribed fund – handling LPs who were shut out

**WORKSHOP H: NAVIGATING THE NEW MEDIA WORLD**

- Learn the ways the digital landscape is evolving and which of the latest trends should be incorporated into your communications strategy
- How to leverage common social media tools (ie blogs and podcasts)
- What is the place for social media in internal and external communications?

**11:40 – 12:45**  
**PANEL: SMART PRESS STRATEGIES, DIRECTLY FROM THE PRESS**

- How to get your calls answered every time
- How to assure coverage in both traditional and new media
- Leverage PR firms to add value

**12:45 – 2:00**  
**CLOSING LUNCHEON & END OF CONFERENCE**



FOR FURTHER INFORMATION REGARDING THIS  
EVENT, INCLUDING THE MOST UP-TO-DATE AGENDA  
AND CONFIRMED SPEAKERS, PLEASE VISIT  
[WWW.PEIMEDIA.COM/IRNY08](http://WWW.PEIMEDIA.COM/IRNY08)

\*This is a provisional agenda – the organizers  
reserve the right to make changes to timings,  
speakers and topics at anytime.



# ABOUT PEI MEDIA

## PEI MAGAZINES

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We publish a series of market - leading publications for the global private equity industry:

***Private Equity International*** - Our flagship title, PEI is probably the most widely read and recognized monthly magazine on private equity and venture capital.

***PEI Asia*** - Provides subscribers with news and analysis covering the deals, the funds, the firms and the people that are helping extend the reach and importance of the asset class across Asia and the Middle East.

***PrivateEquityOnline.com*** - Has grown to become the most widely read online publications for global private equity news and comment.

***PEI Manager*** - Delivers substantive commentary and guidance on all aspects of operational best practice for the private equity and venture firm.

***Private Equity Real Estate*** - Offers perspectives on the most pressing issues confronting those investing in assets via private real estate vehicles today.

## PEI BOOKS AND DIRECTORIES

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Private Equity International also produces a series of books and directories to provide in-depth information and analysis for various industry participants including GPs, LPs, financiers and other advisers. Titles already include:

- A Guide to Private Equity Fund of Funds Managers
- A Guide to Private Equity Fund Placement Agents
- Private Equity Technology
- Routes to Liquidity
- The Guide to Private Equity Fund Investment Due Diligence
- The Guide to Private Equity Fundraising
- The Global Directory of Investors in Private Real Estate Funds
- The Global Limited Partners Directory
- The UK LBO Manual

To find out more about any of these products, please visit: [www.PEIMedia.com/Books](http://www.PEIMedia.com/Books)

## PEI CONFERENCES

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We specialize in hosting annual conferences that provide a unique forum for senior industry professionals to meet, network and learn.

Forthcoming events include:

- The Private Equity International Forum: Asia 2008 - Hong Kong - 22/23 April
- The PEI Islamic Alternative Assets Forum - London - 20/21 May
- The PERE Forum: Europe - London - 10/11 June
- The Private Equity International Energy Forum - London - 17/18 June
- The PEI Strategic Financial Management Conference - New York - 16/17 July
- The Private Equity International Energy Forum - New York - 07/08 October

For the latest information about these and other conferences, please visit [PEIMedia.com/conferences](http://PEIMedia.com/conferences)

# 1. REGISTRATION - THE PEI INVESTOR RELATIONS & COMMUNICATIONS FORUM

	Mr/Ms/Mrs	First Name	Last Name	Job Title	Email
Delegate 1					
Delegate 2					
Delegate 3					

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZipCode: \_\_\_\_\_ Country: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

# 2. HOW TO REGISTER

- Online:** [www.PEIMedia.com/IRNY08](http://www.PEIMedia.com/IRNY08)
- Email:** Simply e-mail your request for a place at the conference together with your preferred method of payment to [Nicole.L@peimedia.com](mailto:Nicole.L@peimedia.com)
- Fax:** Send completed registration form to: +1 212 633 2904
- Telephone:** Call Nicole Lelchuk on:  
+1 212 633 2905
- Mail:** Return completed registration form to:  
Registrations, PEI Conferences  
3 East 28th Street  
7th Floor  
New York, NY 10016

# 3. PAYMENT DETAILS

Please use this form as our request for payment. All registrations must be PAID IN FULL prior to the event. Please complete as applicable.

## EARLYBIRD DISCOUNT

Received before Friday, May 9, 2008

<input type="checkbox"/>	One Person	\$1995
<input type="checkbox"/>	Two People	\$3890
<input type="checkbox"/>	Three People	\$5785

## REGULAR PRICE

Received after Friday, May 9, 2008

<input type="checkbox"/>	One Person	\$2295
<input type="checkbox"/>	Two People	\$4290
<input type="checkbox"/>	Three People	\$6285

# 4. PAYMENT

Payment can be made by American Express, Visa, MasterCard, Company Check or by wire transfer. Payments made by AMEX will be charged in US\$. Full payment must be recieved prior to the event. If registering four weeks or less prior to the event, payment must be made by credit card.

- ☐ Check enclosed, payable to PEI Media Inc.
- ☐ By credit card
- ☐ American Express    ☐ Visa    ☐ Mastercard

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Security code: \_\_\_\_\_

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# HOTEL DETAILS

New York Marriott Downtown  
85 West Street  
New York, NY 10006 USA  
Phone: +1 212 385 4900 or +1 800 242 8685  
Website: [www.nymarriottdowntown.com](http://www.nymarriottdowntown.com)

Book by **May 27, 2008** to receive the rate of **\$329.00**.

The registration fee includes: all forum sessions, refreshment breaks, lunches, cocktail reception and all handout materials.

# CANCELLATION POLICY

Cancellation policy: If you are unable to attend the event you may send a substitute delegate at no additional charge. Please inform PEI Media immediately. All cancellations will be subject to a \$190 administration fee. In order to receive a prompt refund, your notice of cancellation must be received in writing [by letter or fax] by **Wednesday, June 4, 2008**. We regret that refunds will not be issued after this date.

Payment policy: Payments can be made by American Express, Visa, MasterCard or Company Check. Full payment must be received prior to the event. If registering 4 weeks or less prior to the event, you must pay by credit card.

For more information regarding administrative policies such as complaint and refund, please contact Nicole Lelchuk on +1 212 633 2905.



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