

<b>INVESTOR RELATIONS AND FUNDRAISING</b>		
<b>COURSE PROGRAMME</b>		
<b>09.00-09.15</b>	<b>Introduction and course overview</b> What is the role and why is now more crucial than ever	Jeryl Andrew <b>Course Director</b>
<b>09.15-10.00</b>	<b>The IR role in Private Equity</b> <ul style="list-style-type: none"> <li>• Key stakeholders - Existing investors, Prospective investors, Press and media, the internal team</li> <li>• Establishing the IR function</li> <li>• Information flow to stakeholders</li> <li>• Current themes and challenges</li> </ul>	Vince O'Brien <b>Montagu Private Equity</b>
<b>10.00-10.45</b>	<b>Technical expertise for the role</b> <ul style="list-style-type: none"> <li>• Core concepts - IRR, multiples</li> <li>• Cashflow analysis</li> <li>• Key fund terms</li> <li>• Market practices</li> <li>• Deal process</li> </ul>	Alastair Breward <b>Amadeus Capital</b>
<b>10.45-11.00</b>	<b>BREAK</b>	
<b>11.00-11.30</b>	<b>Key Concerns of LP's</b>	Rob Wright <b>Panthen Ventures</b>
<b>11.30-12.30</b>	<b>Fundraising - the basics</b> <ul style="list-style-type: none"> <li>• Selecting and working with placement agents</li> <li>• Preparing and presenting materials</li> <li>• Gaining the support of your existing LPs</li> <li>• Sourcing new investors</li> <li>• Setting terms and conditions</li> <li>• Managing timescales and over and under subscription</li> </ul>	James Moore <b>UBS</b>
<b>12.30-13.00</b>	<b>Latest Terms and Conditions</b>	Mark Mifsud <b>Kirkland Ellis</b>
<b>13.00-14.00</b>	<b>BREAK - LUNCH</b>	
<b>14.00-15.00</b>	<b>Fundraising Case Study</b>	Janet Brooks <b>Monument Group</b>

15.00-15.45	<b>LP Reporting</b> <ul style="list-style-type: none"> <li>• Need for transparency, quality and timing</li> <li>• Options and format</li> <li>• IPEV valuation guidelines</li> <li>• Walker guidelines</li> </ul>	IR Professional TBC
15.45-16.00	<b>BREAK</b>	
16.00-16.45	<b>Investor Relations Management - Panel Session</b> <ul style="list-style-type: none"> <li>• Acting as channel between LPs and deal teams</li> <li>• Formal and informal reporting, AGMs, Advisory Boards</li> <li>• Handling co-investments and secondary sales</li> <li>• Representing the LP viewpoint inside the firm</li> </ul>	Delphine Brand (Moderator)
16.45-17.30	<b>Crisis management, Communication and Transparency (Case Study)</b> <ul style="list-style-type: none"> <li>• Navigating a public crisis in a portfolio company or within the firm</li> <li>• Best practices/ key messages</li> <li>• Dealing with the press</li> </ul>	Shona Prendergast <b>MHP</b> <b>Communications</b>
17.30-17.50	Course summary and close	Jeryl Andrew <b>Course Director</b>
17.50-19.00	<b>Networking Drinks Reception</b>	
19.00-21.00	<b>Dinner</b>	