



# Investor Relations and Communication

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*3 June 2020 - Hotel Hyatt Regency Hesperia, Paseo de la Castellana, 57, 28046 in Madrid*

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19:30      **Departure from Hotel**  
Meet in the lobby

20:00      **Group Tapas Dinner**  
Restaurant Los Galayos  
Calle de Botoneras 5  
Madrid

*\*Please note that the Group Tapas Dinner and accommodation (one night, single-occupancy) at the hotel for the night of 3-4 June are included in the course fee.*



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08:45	<b>Registration</b>		12:30	<b>Lunch</b>	
09:15	<b>Course introduction</b> <ul style="list-style-type: none"><li>• Course objectives</li><li>• Delegates and presenters introduction</li><li>• The role of relationship management in real estate</li></ul>	<b>Gabi Stein</b> (Course leader) Tishman Speyer	13:45	<b>Navigate the diverse investor base across the globe</b> <ul style="list-style-type: none"><li>• Understand and communicate with different investors styles</li><li>• Understand the role of regional and cultural differences in the capital raising process</li><li>• Communicating and managing specific and changing investor demands and requirements</li></ul>	<b>Ajay Sharma</b> BentallGreenOak
09:45	<b>Product development</b> <ul style="list-style-type: none"><li>• Market overview</li><li>• Knowing your client</li><li>• Business development process</li><li>• The importance of branding and marketing in the product development process</li></ul>	<b>Annemarie Manning</b> ActivumSG	14:30	<b>Straight talk: a global investor's perspective</b> <ul style="list-style-type: none"><li>• Understand investors strategies and meet their demands</li><li>• Reach your clients</li><li>• How to bridge the gap between investors and investment managers</li></ul>	<b>Manuel Philippe Wormer</b> BVK
10:30	<b>Tax and regulation on product development and distribution</b> <ul style="list-style-type: none"><li>• Current regulatory and tax landscapes</li><li>• AIFMD considerations on domicile, passporting and marketing</li><li>• MiFID II and implications for capital raising</li><li>• Brexit's impact on fund managers and capital raising</li></ul>	<b>Jeff Rupp</b> INREV	15:15	<b>Coffee break</b>	
11:15	<b>Coffee break</b>		15:30	<b>Investor panel discussion</b> <ul style="list-style-type: none"><li>• What to expect from your relationship with your managers</li><li>• Managing investor expectations – the good and the bad</li><li>• Managing conflicts and reaching consensus</li><li>• Lesson learnt</li></ul>	<b>Johanna Strömsten</b> Alecta IMRE <b>Jeroen Winkelman</b> SWECO Capital Consultants <b>Manuel Philippe Wormer</b> BVK
11:45	<b>The full cycle of capital raising strategy</b> <ul style="list-style-type: none"><li>• Market intelligence – gather &amp; synthesize</li><li>• Formulating the product</li><li>• Positioning the product</li><li>• Selling product</li></ul>	<b>James Morrow</b> DWS	16:15	<b>Wrap up</b>	<b>Gabi Stein</b> Tishman Speyer
			16:30	<b>End</b>	