



Investor Relations and Communication

20 – 27 January 2021, Online Course

20 January 2021



10:00 – 11:00 (CET)

Course introduction

- Welcome by INREV
- Introduction and course objectives
- Introduction course participants
- The role of relationship management in real estate

Gabi Stein

(Course leader)
Nuveen Real Estate

11:00 – 12:00 (CET)

Product development

- Market overview
- Knowing your client
- Business development process
- The importance of branding and marketing in the product development process

Annemarie Manning

ActivumSG

22 January 2021



10:00 – 11:00 (CET)

Impact of tax and regulations on product development and distribution

- Current regulatory and tax landscapes
- AIFMD considerations on domicile, passporting and marketing
- MiFID II and implications for capital raising
- Brexit's impact on fund managers and capital raising

Jeff Rupp

INREV

11:00 – 12:00 (CET)

The full cycle of capital raising strategy

- Market intelligence – gather & synthesize
- Formulating the product
- Positioning the product
- Selling product
- Remote capital raising

James Morrow

Hines



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26 January 2021



10:00 – 11:00 (CET)

Navigate the diverse investor base across the globe

- Understand and communicate with different investors styles
- Understand the role of regional and cultural differences in the capital raising process
- Communicating and managing specific and changing investor demands and requirements

Ajay Sharma

BentallGreenOak

11:00 – 12:00 (CET)

Straight talk: a global investor's perspective

- Understand investors strategies and meet their demands
- Reach your clients
- How to bridge the gap between investors and investment managers

Manuel Philippe Wormer

BVK

27 January 2021



10:00 – 11:00 (CET)

Investor panel discussion

- What to expect from your relationship with your managers
- Managing investor expectations – the good and the bad
- Managing conflicts and reaching consensus
- Lesson learnt

Johanna Strömsten

Alecta IMRE

Jeroen Winkelman

SWECO Capital
Consultants

Manuel Philippe Wormer

BVK

11:00 – 12:00 (CET)

Group discussion (Q&A session)

12:00 – 12:30 (CET)

Course wrap-up

Gabi Stein

Nuveen Real Estate

