



Investor Relations and Communication course

14 and 15 September 2022

Nobu Hotel Barcelona
Av. de Roma, 2-4, 08014
Barcelona

training@inrev.org
+31 (0)20 235 86 02
www.inrev.org

Wednesday 14 September

18:00 Check-in and registration

20:00 Group networking dinner at Nobu Hotel Barcelona

*Please note that the group dinner and accommodation
(one night, single-occupancy including breakfast)
at the Nobu Hotel Barcelona for the night of
14 – 15 September are included in the course fee.*



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Thursday 15 September

08:45 **Welcome coffee**

09:15 **Course introduction**

- Course objectives
- Speakers and participants introduction
- The role of relationship management in real estate

Gabi Stein, Nuveen Real Estate (Course leader)

09:45 **Product development**

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

Annemarie Manning, ActivumSG

10:30 **Tax and regulation's role in 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 investment managers and capital raising

Jeff Rupp, INREV



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11:15

Coffee break

11:45

The full cycle of capital raising strategy

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

James Morrow, Hines

12:30

Lunch

13:45

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

Patricia Bandeira Vieira, KKR

14:30

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

Jérôme Berenz, Allianz Real Estate



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15:15

Coffee break

15:30

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

Jerome Berenz, Allianz Real Estate
Dirk Bootsma, PGGM
Madeleine Cosgrave, Landsec

16:15

Wrap up

16:30

End