



# Investor Relations and Communication course

*21 and 22 March 2023 - Le Méridien, Munich*



*Tuesday 21 March*

**Le Méridien Munich**  
Bayerstraße 41,  
80335 Munich

*From 15:00 CET*

**Check-in available at Le Méridien Munich**

*19:00 CET*

**Meet at hotel lobby to leave for group dinner**



*19:30 CET*

**Group dinner**

*Weinhaus Neuner, Herzogspitalstraße 8, 80331 Munich*

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

*\*Please note that the group dinner as well as accommodation (one night, single-occupancy incl. breakfast) at the hotel for the night of 21 – 22 March are included in the course fee.*



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Wednesday 22 March

08:45 CET **Welcome coffee**

09:00 CET **Course introduction**

- Welcome by course leader
- Course programme
- Participants introduction

Gabi Stein, Nuveen Real Estate (Course leader)

09:45 CET **Product development**

- Market overview
- Knowing your client
- Branding and marketing
- Business development process

Annemarie Manning, ActivumSG

10:30 CET **The role of tax and regulations**

- 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 CET **Coffee break**

11:45 CET **The full cycle of capital raising strategy**

- Market intelligence
- Formulating the product
- Positioning the product
- Selling product

James Morrow, Hines

12:30 CET **Lunch**

13:45 CET **Navigate the diverse investor base across the globe**

- Different investor styles
- Regional and cultural differences
- Some key adages to keep in mind

Ajay Sharma, BentallGreenOak

14:30 CET **Straight talk: a global investor's perspective**

Jérôme Berenz, PIMCO



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- 15:15 CET **Coffee break**
- 15:30 CET **Investor panel discussion moderated by Gabi Stein**  
Jérôme Berenz, PIMCO  
Jasper Petit, Bouwinvest  
Martin Lemke, AM Alpha
- 16:15 CET **Wrap up**  
Gabi Stein, Nuveen Real Estate (Course leader)
- 16:30 CET **End**