



# Investor relations and communication course

20 March 2024, London

●  
**Hyatt Regency Blackfriars**  
19 New Bridge St  
EC4V 6DB, London, UK

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

08:45

## **Welcome coffee**

09:00

## **Course introduction**

- Welcome by course leader
- Course programme
- Participants introduction

Gabi Stein, Managing Director, Head of EMEA and APAC Real Assets Specialists, Global Client Group, Nuveen Real Estate (course leader)

09:45

## **Product development**

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

Annemarie Manning, Former Head of Investor Relations and Product Development

10:30

## **Regulations and tax rules relevant for product development and distribution**

- Current regulatory and tax landscape
- AIFMD considerations on domicile, passporting and marketing
- ESG rules' impact on capital raising
- EU-UK/US cross-border challenges for marketing

Jeff Rupp, Director of Public Affairs, INREV



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11:15

## **Coffee break**

11:45

## **The full cycle of capital raising strategy**

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

James Morrow, Head of European Capital Markets, Hines

12:30

## **Lunch**

13:45

## **Navigate the diverse investor base across the globe**

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

Ajay Sharma, Global Head of Capital Raising and Investor Relations, BGO

14:30

## **Straight talk: a global investor's perspective**

Madeleine Cosgrave, Non-Executive Director, Landsec



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15:15

**Coffee break**

15:30

**Investor panel discussion**

Moderated by Gabi Stein

Jasper Petit, Director European Investments, Bouwinvest Real Estate Investors

Laurens-Jan Portier, Portfolio Manager Real Estate, Shell Asset Management Company

Madeleine Cosgrave, Non-Executive Director, Landsec

16:15

**Wrap up**

Gabi Stein, Managing Director, Head of EMEA and APAC Real Assets Specialists, Global Client Group, Nuveen Real Estate

16:30

**End**