

# Leveling up your Investor Relations Strategy



**Matt Jones,**  
CPA  
K1 Investment  
Management



**Monique  
McLemore**  
BlackRock



**Rahul  
Moodgal**  
Parvus Asset  
Management  
Europe Ltd.



**Michelle  
Noyes**  
AIMA

JUNE 2021

---

## WEBINAR TAKEAWAYS

**01**

## **New processes brought on from COVID will continue to foster new efficiencies in fundraising.**

- Performing operational due diligence at the start of the COVID-19 pandemic was difficult, but the benefits of remote work allowed for more flexibility in scheduling phone conversations and video conferences at any time, from any place, which has helped speed things up.
- New technologies have driven an increase in volume in the RFP process as many are incorporating technology to make their existing processes faster and simpler.
- Future prediction- raising funds will become hybrid, split between remote and existing onsite processes. Transition to video conferencing has been helpful compared to traditional calls. While many enjoy the freedom of remote calls, time apart has people hungry for more face-to-face interaction. Expect crazy, and then calm down.

**02**

## **Leveling up your investor relations strategy? Focus on being proactive, consistent and transparent.**

- Being proactive in your communications and transparency with your investors – particularly during times of market stress – is key in maintaining goodwill with investors.
- Develop processes around what information is shared with current investors (hint- everything with consistency!) and how to qualify which data points will be shared with prospective investors throughout the fundraising process.
- Utilize technology to move your processes to the cloud and speed up the steps to seamless information sharing.

**03**

## **Every type of asset class and strategy is seeing an increase in information requests, especially with ESG theme**

- In 2018, 20% of investors asked questions on ESG, while 2021 questionnaires were closer to 70%. While European investors have been the driving force behind most ESG questions initially, the rest are slowly following suit.
- ESG and DEI is becoming a separate ask with added breadth.
- It's time to be proactive on creating new content for ESG and DEI, including solid process for future information requests, and make sure all statistics and details are ironed out, as that level of scrutiny is to be expected.

## 04 Technology like Zoom, DiligenceVault, CRMs and data rooms will be key to driving efficiencies with investor relations

- With large firms, technology allows for consistency with their responses as they manage a large volume of RFPs and DDQs. They also leverage technology to become more consistent and efficient amongst internal teams.
- Technologies like ESGTree and few others have been helping with mapping ESG data in understanding the firm's framework.
- About 25% of DDQ requests fall under the industry standard, but 75% are custom, the goal is to learn something new about the investor client with each new question added to a DDQ and have the most accurate and up to date data as possible.

## 05 Communicating and managing expectations with investors throughout the due diligence process will establish a strong relationship.

- Have a thorough standard DDQs as a starting point, some that cover BAU and some which are in response to events, with an update cycle of every 12- 18 months
- DDQs and RFPs help you understand what's in your client's mind. Take the time at the beginning of the due diligence process to understand what the client is asking will save time and energy in the future.
- The due diligence process needs to be taken seriously and needs to be done properly. Take the required time, manage expectations, and you'll be able to complete the process efficiently.
- Develop a consistent answer key if you are a smaller team, and document your responses including formalizing policies and procedures

## 06 Hiring the right talent for your Investor Relations Strategy.

- Need to strike a balance between soft and technical skills as the demands for an investor relations job is shifting.
- The balance is between understanding DDQ and RFPs as well as ability to communicate. If you are the unicorn, K11M is hiring for an IR analyst! Email us at [ask@diligencevault.com](mailto:ask@diligencevault.com) for a connect

# Interested in participating in our 2021 Webinar Series? Contact us!

WEBINAR  
TEAM

Andre Boreas- [andre@diligencevault.com](mailto:andre@diligencevault.com)

Srijani Chaudhuri - [srijani@diligencevault.com](mailto:srijani@diligencevault.com)

Angela Fragale- [angela@diligencevault.com](mailto:angela@diligencevault.com)