

WHAT'S IN YOUR

PREPARE FOR SUCCESS BEFORE YOUR NEXT INVESTOR MEETING



July 14 webinar program overview

Welcome & Introduction

Stephen Vlasak, Richey May Partner, Alternative Investments Practice

Marketing discussion & FAQs

Facilitator: Felicia Mullison, Richey May Chief Marketing Officer

Guest speaker: Holly Singer, HS Marketing Founder & President

Answering your questions

Today's Speakers:



Featuring Holly Singer, HS Marketing Founder & President



And Felicia Mullison, Chief Marketing Officer at Richey May





Think holistically.

Act strategically.

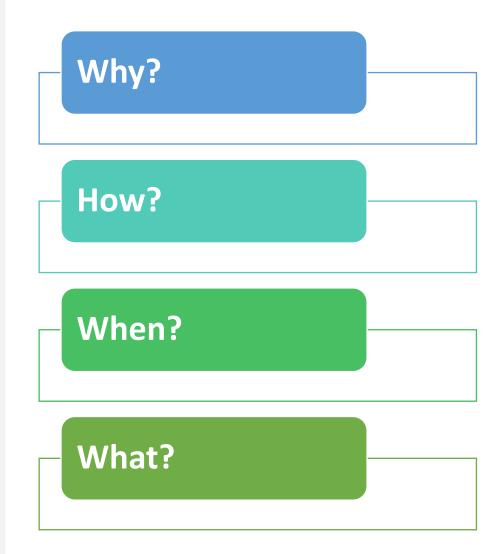
Be creative.



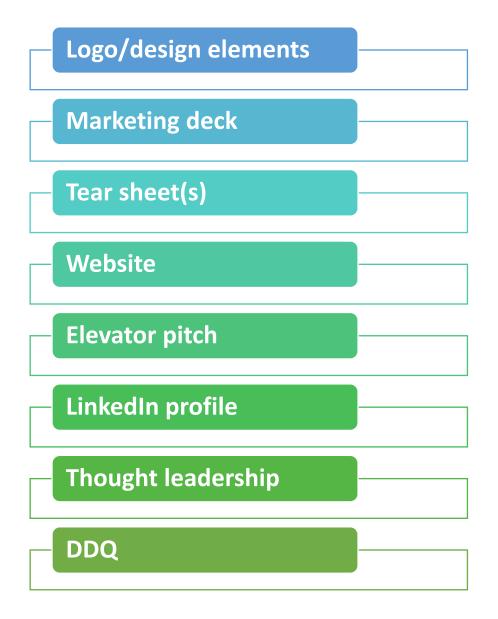
Marketing is emotional and personal.

How do you articulate your edge?

Tell your story.



What's missing from your marketing toolkit?



When were your marketing tools last updated?

Why bother?



Your website & social media presence:

Are they current? Compliant?



Verbal delivery & Meeting preparation



Thought leadership: an integral marketing tool







Think holistically.

Act strategically.

Be creative.



Holly Singer

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Holly Singer is president and founder of HS Marketing LLC, a marketing communications and public relations firm specialized in the alternative investment community. Having served approximately 150 clients among managers, allocators, and service providers within this space, HS Marketing offers a flexible team approach. Holly's professional experience since she founded the business over two decades ago has been dedicated to helping clients articulate their capabilities, improve branding, and raise visibility.

Holly has been a speaker at numerous industry programs, authored various articles focused on marketing advice, and served in elected and appointed leadership roles for several industry organizations including New York Alternative Investment Roundtable (NY-AIR), The Hedge Fund Association (HFA), Mid-Atlantic Hedge Fund Association (MAHFA) and Managed Funds Association (MFA). Holly earned an MBA in Finance from NYU's Stern School of Business and a BA in Political Science from Trinity College in Hartford, CT.



Richey May Capital Education Series



A value-add educational series brought to you by the alternative investments experts at Richey May & Co.

Don't miss our other sessions!

- IRA Custodian Money Additional Ways to Raise Capital
- Rule 506B vs 506C: Which One is Right for You?
- And more! See them all on our website: <u>https://richeymay.com/richey-may-capital-education-series/</u>

*More topics to be announced over the coming months. Reach out to Steve Vlasak to make sure you're on our list!

Please take our survey at the end of this presentation to suggest additional topics to be covered as a part of this series.



Richey May & Co. Contact Information



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