

BUILD THE BUSINESS CASE FOR YOUR
ATTENDANCE AT THE
CEE PRIVATE EQUITY FORUM



C5 PRIVATE EQUITY CONFERENCES

WWW.CEEPRIVATEEQUITYFORUM.COM





In today's economy, no matter what your seniority, most of us have to justify the cost and time of attending private equity events. Often the people you report to do not automatically understand the importance of the benefits received by conference attendees. This document will give you some tools you can use to help build the business case for your attendance at the CEE Private Equity Forum. At the end, you'll find a letter that you can tailor and submit to your manager. We hope you find this information useful.

Note: If you wish to attend as part of a group – you should coordinate your efforts with your colleagues.

› UNDERSTANDING MOTIVATIONS: HOW YOUR MANAGER MAY MAKE THE DECISION TO APPROVE YOUR ATTENDANCE



Even in difficult economic times, most companies still have a training budget. You'll need to make the case that the best use of that budget is your attendance. Even if there is "no budget" your manager (or your managers' manager) may still have some discretionary funds they can tap into. In this instance, you may need to convince not only your immediate manager of the benefits of your attendance – but you may also need to help them convince their manager of the reasons why you should attend.

They will be looking for you to convince them of several things

- › There are clearly defined benefits to attendance (ROI)
- › The expense is reasonable
- › The time out of the office is well spent

"The C5 CEE Private Equity Forum is the "must attend" event for GPs and LPs seeking access to the Central and Eastern European Markets"

Richard Seewald, Partner, Alpha Associates AG



› UNDERSTANDING THE BENEFITS THAT IMPRESS

The two main benefits of attending The CEE Private Equity Forum are **networking** and **education**.

Although **networking** is a very important benefit, it can be difficult to quantify the value to your organisation. Many delegates report that hearing of solutions or approaches to problems while in a networking environment is often the most valuable aspect of a conference – but it's speculative and hard to measure.

So rather than focus on the social aspects of networking, instead focus on **specific education**, the **actionable learning that will directly benefit your organisation**.

The best way to do that is to:

Link specific published conference sessions and speakers to address specific challenges you're facing and link that education to specific actions that you will take that will benefit your organisation.

Details are vital. Some details you'll need to identify include:

- » **Session content.** Review the CEE Private Equity Forum program at www.ceeprivateequityforum.com and identify the sessions that have particular relevance or resonance to your organisation's current situation. Specifically identify sessions which promise...
 - » Examples of successes delivered by speakers from other GPs / LPs in your sector.
 - » Information regarding challenges that your manager / firm is specifically facing.
 - » New tools that you're not using or have not fully evaluated.
 - » To help you reduce costs or "do more with less."
 - » To ensure that you avoid mistakes: Candid sessions will help you avoid repeating costly mistakes made by other companies.
- » **Best practices.** Many conference sessions are geared towards benchmarking best practices. Your attendance and report means that your manager can get a clear picture of what the competition is doing.
- » **Training.** Which workshops are right for you? All are designed to teach a specific group of delegates a special skill or set of tools and approaches that are immediately actionable back in the office.

"Thanks again. As usual this event has been the best venue for staying current with the players and trends in the CEE Private Equity markets. The content gets better every year"

Frontline Investment Management



> QUANTIFYING THE BENEFITS

Although you might understand the benefits of the sessions, your manager may need additional information. Therefore, to be most effective in justifying your attendance, you will need to clearly articulate the connection between your organisation’s knowledge and skill requirements and the conference program.

To support this process, use the following Benefits Worksheet to help you and your manager focus on the benefits. We suggest looking at the Conference Brochure, highlighting sessions that will address your needs, and bringing the brochure, along with this worksheet to your manager for joint decision-making. The following are some examples:

“Excellent conference. A lot of useful information and very good contacts”

Vladimir Pyrozhenko, Strategy Foresight

> BENEFITS WORKSHEET

Your Organisation’s Current Need	Specific Conference Programming To Address That Need
To generate new business and source new deals	
To keep up to date with opportunities in the industry	
To benchmark and learn the latest strategies	
To learn directly from other firms	
To gain specific technical knowledge	
To obtain a competitive edge	
To evaluate new trends	

“The C5 CEE Private Equity Forum is the reference event for GPs, LPs and advisors with an interest in the CEE region. The forum draws the opinion leaders who are shaping the future of the asset class in the region”

Frontline Investment Management



> JUSTIFYING THE EXPENSE

Calculating the Actual Expense

Before you can even begin to justify conference expenses, you need to calculate what those expenses are. To do so, you can use the following Expenses Worksheet.

> EXPENSES WORKSHEET

Expense	Guideline	Cost
Conference Registration		£ / €
GP / LP Workshop Registration, if applicable	Optional	£ / €
Materials Fees	None	£ / € included
Flight	Try a Web travel service to get a quick estimate	£ / €
Lodging		£ / €
Transportation: Airport to/from Hotel	Taxi? Car Rental? Super Shuttle?	£ / €
Food Per Diem		£ / €
subtotal	\$	
total number of employees going		
multiply subtotal by total number of employees going = total	\$	

“Good as always! This is THE CEE private equity industry event of the Year and a permanent fixture in the PE calendar”

Witold Radwanski, Krokus PE



> TIME WELL SPENT

This conference is very hard work!

Your manager needs to understand that, far from being a pleasant diversion, you will be working as hard during the duration of the conference as you would in the office. Your day will start early with preparation and breakfast before the first session begins at around 8.30am. You'll be working through lunch and will be hard at it until the conference wraps up at around 5.30pm. No social events take place during conference programming time.

Advance preparation and goal setting

Identifying what you want from the conference is essential – but also don't forget to ask what your manager wants from the conference. Request to interview your manager before you attend the conference and ask them for specific information they want you to receive, or questions they want answered – then pledge to do all you can in those two days to obtain it. Using the Benefits Worksheet provided above can help you manage and address their expectations.

Learning that benefits you and your peers: Your manager and colleagues will get a full report on your attendance and what you learned

Explain that you'll take detailed notes at the conference and provide a post-event report and meeting within 2 weeks to your manager and colleagues that will communicate and share both the key lessons learned (as applicable to your organisation's needs) and the specific action points you recommend taking based on your learning experience.

Your commitment to share the knowledge you received with others on your team will dramatically increase the ROI of your attendance. Additionally, by tangibly demonstrating the lessons learned from the Conference, leadership should be more willing to fund your participation in the future.

The best reports encourage people to come and ask you further questions. There is rarely much value in a 10-page report. Instead, a two or three page summary, with references and pointers is more impressive. Another option is to offer to meet with your colleagues for a recap the first week after the conference. Also, making presentations to others in your group who did not attend is an excellent way to deepen your education and experience while also sharing valuable knowledge and techniques. The CEE Private Equity Forum provides a copy of all presentations after the conference for you to download and use to share knowledge.

“Efficient and enjoyable way of keeping up to date on the latest developments”

Garret Byrne, Partner, M&A Transaction Services Leader, Deloitte Central Europe



Implement, Implement, Implement

It's essential to convey that this conference is not abstract book learning. We demand that our presenters provide practical takeaways you can use back in your firm or fund. Your sessions will be packed full of proven and tested real-world tips, tools and techniques.

Value for money

Hiring a single consultant of the calibre that presents at our conference could cost many times the price of your admission, and you'd get only one person's advice rather than a whole faculty of experts, peers and competitors.

Unique – once a year opportunity

There is no other event like The CEE Private Equity Forum for value and depth of learning. You must convey that you simply will not be able to get this level of information in one place anywhere else in the next 12 months. That leaves your firm one year *behind* its competitors, and therefore at a disadvantage.

“Very useful in terms of meeting colleagues and discussing up to date topics”

Veera Somersalmi, Associate Director, Nordic Mezzanine

A Letter To Your Manager

We've taken the opportunity to put together a letter, below that – if appropriate – you should feel free to customise and use in support of your attendance

Re: 16th Annual CEE Private Equity Forum - 14-15 October, 2010 - London

Dear

I would like for you to consider approving my attendance at the above mentioned conference. I attach the conference agenda and have - in this memo - briefly outlined the direct business benefits to the firm of my attendance. If anything needs clarification or elaboration, please let me know and I will be happy to provide additional detail.

I appreciate that my attendance will represent a considerable investment in terms of time and money so you'll also find a breakdown of expected costs and my plan for keeping the expense to an absolute minimum. You'll also read my plan for providing you and the team with a full post-conference report to ensure we get maximum value from the investment.

This conference is a one-of-a-kind opportunity for our organization to learn from the leading practitioners in the sector.

This year's event is especially important because in such changing economic times, we need to learn how to best respond. No other conference provides the quantity and quality of educational and tactical programming that will be presented at this conference.

The conference is an intensive 2 day program of plenary education and specific hands-on learning sessions that are designed to be immediately actionable back at the office.

Below, I've outlined some of the immediate challenges that we're currently facing. Alongside you'll find the conference sessions that I believe will help give us the solutions:

<add / edit / insert / delete as appropriate>

1. To generate new business and source new deals.
 - a. Insert session detail
2. To benchmark and learn the latest strategies.
 - a. Insert session detail
3. We need to generate new business.
 - a. Insert session detail
4. To gain specific technical knowledge.
 - a. Insert session detail
5. To obtain a competitive edge.
 - a. Insert session detail



Other benefits:

- » My attendance at this conference enables us to:
 - » Learn examples of successes delivered by speakers from other firms <specify>
 - » Better identify new opportunities
 - » Get up-to-speed on new strategies that we're not using nor have fully evaluated.
 - » Learn how to maximise the value of our existing investments.
- » Obtain best practices. Many of the sessions are geared towards benchmarking best practices. My attendance and report means that we can get a clear picture of what the competition is doing.

Full post-conference report

Should you agree to send me to the conference you can be assured that within 2 weeks of my return I will provide you and the team with a full post-conference report / meeting outlining the specific lessons learned and my recommendations.

Expense

The cost breaks down as follows:

Conference Registration*	£ / €	Lodging	£ / €
Workshop Registration*	£ / €	Evening Meal	£ / €
Materials Fees	None	Transportation to / from Hotel	£ / €
Flight	£ / €	Total	£ / €

*Conference Registration Fee includes materials, breakfasts, lunches and all post-conference receptions

I believe that the specific benefits to us of my attendance at this year's conference represent an appropriate use of our training budget and am confident that my attendance will pay dividends.

I would like to spend some time with you in the next few weeks to find out what your requirements for my attendance would be and ensure that your expectations are met.

I very much appreciate your consideration of my request. If you require any further information at this stage, please let me know.

Sincerely,