

HEDGE FUND LIVE

USING VIDEO TO INFORM, INFLUENCE AND CAPTURE A WIDER AUDIENCE IN THE POST PANDEMIC WORLD

Present your story in a video profile guided by
Hedge Fund communication experts

Attracting visibility and publicity has become increasingly difficult for alternative investment strategies. Due to global regulation marketing and promotion have become very restricted, creating an unnecessary opacity around hedge funds.



EXPLAIN

Your sophisticated investment strategies require **clear explanation and regular education** to ensure your investors' **loyalty** within an increasingly constrained regulatory environment



ENGAGE

The pandemic crisis has created deep market turmoil increasing many investors' aversion to risk. You need to **re-engage** them with snappy, regular information and **valuable market updates**



SPOTLIGHT

Now is the time to accentuate the **positive components** of your **alternative investing strategy** (ESG initiatives, market rally opportunities, financing real economy, absolute return...)

Hedge fund Live has been designed for you

SKILLS will create a short and dynamic Hedge Fund video profile, interviewing key managers and explaining your strategy.

HEDGE FUND LIVE

At SKILLS we have combined our expertise in video production with our intimate knowledge of hedge funds and other sophisticated investment strategies, to make cost-effective video profiles for clients.

> A TURNKEY VIDEO SOLUTION AT A REASONABLE BUDGET

SKILLS video production team:

- Uses the latest filming technology to produce high quality clips, both onsite and remotely
- Identifies the right presenters and trains them to speak in front of a camera
- Shoots and edits the video with highlighted messages and subtitles
- Integrates existing in-house video content

We deliver the finished video in .mp4 format, with copyright included.

CONTENT DEVELOPMENT <

SKILLS Hedge Fund experts will:

- Elaborate the scripts, proposes talking points and moderates (within MIF regulation limits)
- Produce the founder's story and DNA
- Highlight the strategy's differences and effectiveness in current market conditions
- Showcase major team members, models, infrastructure
- Showcase the fund offices, if appropriate

> BROADCASTING AND IMPACT MEASUREMENT OPTIONS

Various add-ons could be proposed to enhance video circulation and targeted impact

- Social media outreach plan to develop your community
- Digital media broadcasting via specialized alternative outlets
- Search Engine Optimisation to grow digital visibility
- Impact measurement to adjust communication strategy with agility



HEDGE FUND LIVE

OUR EXPERIENCE

Pioneers: SKILLS has years of experience working with and promoting Hedge Funds.

Robin Eggar, SKILLS UK Communication Director, is an expert in hedge funds and former Communication and Marketing Director at the Winton Group. He has also run multi-media advertising campaigns and launches for international companies.



Laurent Tison, Founder & Managing Partner of SKILLS Communication, Laurent has been a Marketing and Communication director for 25 years. Within the Société Générale group, he headed communication divisions in the UK, Asia and France covering various businesses targeting retail, distribution and institutional clients. Laurent managed Lyxor's communication for 5 years and was then widely exposed to Hedge Funds.



OUR CREDENTIALS: VISIBILITY & NETWORKING

SKILLS is a 360° Communication agency and consultancy, headquartered in Paris, with a Europe-wide network. Collectively our Comm directors have decades of experience and are leaders in all aspects of financial communications including:

- Video
 - Company Profiles
 - Executive interviews and media training
- Strategic and Crisis Communications
- ESG: international connections with influencers
- Social media management

