



What Works in Hedge Fund Marketing and Investor Relations

who, together with a team, raised \$2 billion in five years from professional investors worldwide

Part 1: How to Attract Prospects

1.6 How to Deal With the Press

1.6.1 General Press

You definitely don't want to be mentioned in the general press. And, you don't want to be mentioned in the general sections of newspapers or magazines. You don't want to be cited in or interviewed for general economic or political views. Your private life and religious attitudes are also taboo for public consumption.

1.6.2 Hedge Fund Press

On the other hand, being cited in and interviewed for publications that focus on the hedge fund industry can be advantageous in attracting new prospective investors.

Important: As you know, bad news about you or your fund will travel much faster than good news.

Therefore, never allow your ego to override your discipline. You might look like a hero today but tomorrow, the press could destroy your reputation and your business.

1.6.3 Headline Risk

Some institutions shy away from fund managers who are portrayed in the press as being controversial. Institutions that have to report their investments and/or don't want to be associated with an aggressive fund manager do not look favorably on

ULLRICH ANGERSBACH

lots of noise.

A good example is an activist fund that attacks a steel company and asks management to close down certain factories. It's hard for a union's pension fund to invest in such a fund even if it has great returns.

1.6.4 Awards

If your fund wins a reputable hedge fund award or is ranked high in a competition, let the world know about it! Mention this fact to the press, in every newsletter you write, in every email you send out, and print it on every marketing document you produce.

1.6.5 One Voice Policy

The best press policy is either to say "no comment" or to provide just the facts, facts, and nothing but facts. Occasionally, you may talk about a topic but only if this topic is your core competence.

Within your organization, only one or two people should be allowed to talk to the press. Otherwise, you run the high risk of misleading and/or contradictory statements being aired.

ULLRICH ANGERSBACH



Ullrich Angersbach

About the Author

Ullrich Angersbach

Mr. Angersbach, a consultant on hedge funds, was the head of marketing support and investor relations for a start up hedge fund management company. During his tenure of five years, assets under management (AUM) grew from a seed capital of approximately \$8 million to about \$2 billion. In 1979, Mr. Angersbach received a master degree in business administration from Ludwig Maximilians University, Munich, Germany (Diplom-Kaufmann). Thereafter, he was a lecturer in accounting and finance and worked for an auditor. In 1982, Mr. Angersbach became vice president of a real estate investment company. Two years later, he joined Germany's then largest independent wealth management company. After four years, he became vice president of their branch office in Atlanta, Georgia. Since 1992, Mr. Angersbach has worked for two banks (CL and DZ) in Frankfurt, Germany. From 1995 till 2001, Mr. Angersbach was the CEO of a family office in Zurich, Switzerland, investing in private and public equity. In 2002, he joined the aforementioned hedge fund management company.