

The Future of the Private Markets Annual Meeting

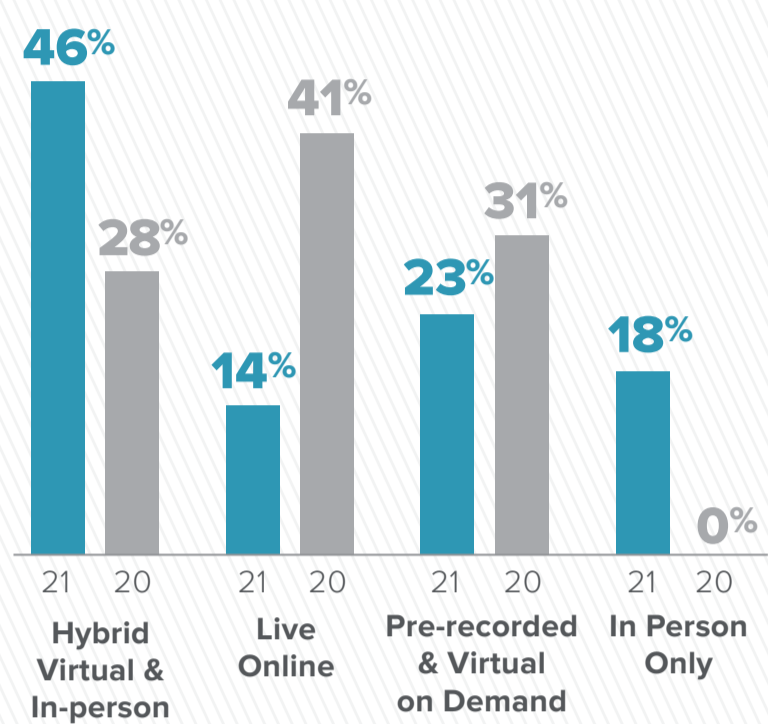
2020 ushered in the age of the virtual Annual General Meeting (AGM) for General Partners (GPs) of all sizes. **Prosek Partners** surveyed private markets managers – from emerging players to industry leaders – to uncover what they've embraced and what they plan to leave behind.



Hybrid Investor Meeting Model **Here to Stay**

86%

of respondents will consider hybrid AGMs, incorporating pre-recorded or virtual content even after we return to a regular cadence of in-person meetings



Virtual LP Networking **Falls Away in 2021**



30%

plan to host small, in-person networking events in 2021 while **56%** don't plan to convene LPs virtually or in person

Investment in Production Value **Ramps Up**

41%

have increased their 2021 AGM budgets relative to last year while **50%** plan to spend around the same as in 2020



60%

of respondents put 2020 AGM content to use in their LP-only data rooms, while **36%** repurposed it for use on their website, social media or employee communication channels or leveraged it for media or thought leadership

The **Most Valuable** Production Partners

76%

Video Production Company

73%

Event Management Platform

33%

Presentation Training Coach



Conclusion

For more information or to learn about how Prosek can support the production of your firm's AGM, please contact pro-AGMsurvey@prosek.com.