



### LIFT: London Investment Fund Trends: Business Development Insight 2013

Murano Systems is pleased to announce their inaugural semi-annual business development conference. Bringing together the brightest and most innovative industry ideas from leading industry experts.

LIFT aims to provide a platform to discuss insightful ideas for asset raising .  
Our distinguished speakers include:

**Ole Rollag, CEO, Murano Systems Ltd**  
Moderator

**Baldwin Berges, Managing Partner Business Development, Silk Invest**

Can Social Media help Asset Managers raise assets? Find out how Silk Invest raised a big share of their AuM via social media and inbound marketing.

**Martin Forrest, Director, MHP Communications**

How can Asset Managers build and manage reputation through public relations? Insights shared into the different ways in which managers have developed their profiles using PR.

**James Beveridge, Co-founder, Xpono**

Can video help asset managers stand out? What are the future trends in visual communication?

**Max Butti, Managing Partner, Sofistar**

The wisdom of crowds? How social media and crowd-sourcing can shape investment decisions.

The Lansdowne Club, 9 Fitzmaurice Place  
Mayfair, London W1J 5JD  
Tuesday 19<sup>th</sup> March 2013  
2.30pm - 6.30pm

RSVP to: Helen at [hh@muranoconnect.com](mailto:hh@muranoconnect.com)  
Tel: +44 (0)203 405 3399