

AIMA Publishes Guide for Investor Relations Professionals

AIMA has released a new guide for investor relations professionals that looks at changes in the way that client relationships are managed, investment management brands are built and assets are raised and retained for alternative asset managers.

The release of the AIMA Guide to Sound Practices for Investor Relations comes at a time of tremendous change in investor relations (IR) at alternative asset management firms globally. Investors and fund managers are increasingly entering into partnerships with one another, founded on principles of increased transparency, customisation and co-investment. These trends have led to an evolution in the remit of IR teams.

The AIMA guide aims to identify a common set of sound practices that will help investment managers build a stable investor base, a key pillar of a sustainable hedge fund business. Among the topics it addresses are the structure and responsibilities of the IR function, investor communications, marketing, fundraising, due diligence, subscriptions and redemptions.

The guide, which is available in full to AIMA members, is sponsored by PwC and the Executive Summary can be publically viewed [here](#).

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