

## marcus evans Summits Success Story



**Brian Brennan**  
**Executive Director**  
**AGF International Advisors Co Ltd**

We are  
building  
relationships  
that will  
lead to new  
business

"**marcus evans** gives us a forum to interact with decision-makers that we probably would not do otherwise. Investment management is a long-term business, and we are building relationships that will translate to business in the future," said Brian Brennan, Executive Director, AGF International Advisors Co Ltd, an investment manager at the recent **marcus evans European Pensions & Investments Summit, Global Investors Summit** and **Private Wealth Management China Summit**.

### **What new doors has marcus evans opened for you?**

The Summits take us into a universe of asset owners and prospective investors, where we get the chance to interact with senior executives from different organisations. The Summits are geographically diverse so we meet investors we had not met before or even knew they existed.

### **How would you describe the quality of the attendees?**

The calibre of attendees is high and they are mostly senior decision-makers. If we made cold calls to the same organisations, we would get a lower level person.

### **What do you find most valuable about marcus evans Summits?**

The reality is, the investment management business is a long-term business. You do not turn up at a conference, meet investors and receive cash a month later.

We put enormous currency on the relationship side of the business, and this is a forum that allows us to develop and nurture relationships.

### **How effective is the one-to-one meeting format?**

The 25-minute meetings are perfect in length. They are long enough to discuss our organisation, who we are, what we do, where and how, but nothing too hot or heavy. Investors do not want a hard sell on day one.

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