

## marcus evans Summits Success Story



**Ivan Kurtovic**  
**Chief Executive Officer**  
**InterCapital Asset Management**

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evans  
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"**marcus evans** Summits give us exposure to a broader based investment community and allow us to establish contacts with our target audience. With family offices in particular, we need to attend a Summit to get visibility. Family offices are part of a hidden network and unless we meet them at a Summit, it is very difficult to gain access to these investors," said Ivan Kurtovic, Chief Executive Officer, InterCapital Asset Management. Kurtovic has attended a number of **marcus evans** Investment events, including the **Elite Summit**, **European Pensions & Investments Summit**, **DACH Elite** and the **Private Wealth Management Summit**.

### **Tell us about your one-to-one meetings at the Summits.**

The Summits have helped us get exposure and establish the initial contact with a number of organisations. We are continuing our discussions with around three to five investors from each event.

### **Could you have established these connections by yourself?**

Once we establish a contact with a number of investors that are pre-selected through the **marcus evans** application online, it is much easier to follow up on it, instead of trying to build that relationship ourselves via various channels (i.e. LinkedIn). If we did this on our own, we would need to scan databases, identify potential clients and of course target the right individuals in each country, but some investors are not interested in the region that we cover/invest in, so we might end up targeting the wrong investors.

In the meantime, there are a number of investors and family offices whose names are not recognisable, so it is very difficult to meet them. Family offices are part of a hidden network of investors - we cannot meet them unless we are both present at an event. Who are the main individuals behind some of the family offices? Where do they invest their wealth? We cannot approach them directly to find out, but once we see the attendee list, we can always establish a dialogue later on.

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

It is very effective and to the point. When you have already pre-selected each other for a meeting, you know they have a certain interest in the field you cover. The discussions are more focused.

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