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Press Contact:  
Kevin Kasper  
973-732-2455  
[kevin@bkcomgroup.com](mailto:kevin@bkcomgroup.com)

**BK Communications Group Announces New Webinar:  
“The 3 Keys to Winning New Business  
for Hedge Funds and Asset Managers”**

*Online presentation July 15 will provide a comprehensive,  
step-by-step approach to message, materials, and relationship building*

**Clifton, New Jersey, June 29, 2010** – BK Communications Group today announced its upcoming webinar, “The 3 Keys to Winning New Business for Hedge Funds and Asset Managers,” to be held Thursday, July 15, 2010. The webinar will provide investment management firms with a comprehensive, systematic approach to effective marketing communications, including specific action steps to create the message, materials, and relationships necessary for success in winning new business.

The webinar will discuss the three components of the communications process:

- Message establishment
- Materials and delivery systems development
- Personal contact

It will explain the “what, why, and how” – what each component is, why it’s critical to a firm’s success, and how to implement it using specific action steps.

Anyone involved in the marketing process – from the PM of a startup fund to the Chief Marketing Officer of a global wealth manager – can benefit from the insight and advice spelled out in the webinar.

The webinar will take place at 4:30 p.m. on Thursday, July 15, and costs \$175 to register. To register, go to [www.bkcomgroup.com/webinar](http://www.bkcomgroup.com/webinar). Attendees will have access to a “takeaways” document of action steps and unlimited replay of the webinar.

“Competition for assets is fierce,” said Kevin Kasper, BKCG principal. “To succeed, hedge fund managers and other asset management firms must take as rigorous an approach to communicating their message as they do to their investment process. Our webinar will give



managers a clear, hands-on program for creating powerful messages and communicating them to prospects and clients.”

The webinar is part of BKCG’s educational campaign, *The Message Is the Medium of Success*, mounted to help asset management firms improve their ability to attract and retain clients by bringing them up to speed on effective marketing communications practices. The campaign has met with a strong response, and has so far included a white paper, “Brand Identity for Hedge Funds,” a webinar, “Helping the Portfolio Manager Wear the Sales Hat,” and the just-released Strategic Commentary, “It All Comes Down to the Meeting.” Links can be found at [www.bkcomgroup.com](http://www.bkcomgroup.com).

**About BKCG**

BK Communications Group helps investment management firms craft and tell their story to prospects and clients. By advising and coaching our clients on their message and delivery, we help them communicate more effectively and thus differentiate themselves from their competition. BKCG’s principals have over 20 years of related experience in message establishment and delivery, helping firms from hedge funds to service providers to global asset managers win new business and build strong client relationships. Services can be provided on a single engagement or retained basis. To learn more, please visit our website at [www.bkcomgroup.com](http://www.bkcomgroup.com) or email us at [info@bkcomgroup.com](mailto:info@bkcomgroup.com).

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