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BK Communications Group's Successful Webinar Now Available on Website at Discounted Price

*“The 3 Keys to Winning New Business for Hedge Funds and Asset Managers”
provides step-by-step approach to message, materials, and relationship building*

Clifton, New Jersey, July 29, 2010 – BK Communications Group today announced that due to the success of its July 15 webinar, “The 3 Keys to Winning New Business for Hedge Funds and Asset Managers,” the firm has made a replay available on its website, www.bkcomgroup.com, at a discounted price. The webinar provided a diverse group of investment management firms with a comprehensive, systematic approach to creating the message, materials, and relationships necessary for success in winning new business.

The webinar discusses the three components of the communications process:

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

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

Attendees of the live webinar included hedge fund PMs and marketing officers, as well as the Director of Marketing for a global asset manager, who praised its “good, solid thinking about branding.” In response to strong interest, BKCG has made a replay available at www.bkcomgroup.com/webinar. The firm has discounted the price from \$195 to \$95, as the webinar is no longer interactive. However, viewers will still see and hear all the original slides and commentary, as well as the subsequent Q&A segment, and will have access to a “takeaways” document of action steps and unlimited additional replays 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 gives 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 been met with enthusiasm, 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.

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 or email us at info@bkcomgroup.com.

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