

YOUR DIGITAL EVENT GUIDE

Emerging Manager Forum Europe



Morning Briefing Host:



Event Partners:



Media Partners:



SETTING UP YOUR ACCOUNT



SIGNING IN

- You will have been provided a link to the event you are attending. If you have not received your link, please contact our Customer Services team Financeteam@Informaconnect.com
- When you visit the event page you will be asked to **create an account** or **sign in** if you have attended an event on Brella previously

A screenshot of a sign-in screen for an event titled 'Tax Issues on Carried Interest'. The screen has a light green and purple background. It includes the text 'Meet new people and grow your network' at the top. Below the title, there are four sign-in options: 'Sign in with Google', 'Sign in with LinkedIn', 'Sign in with Facebook', and 'Or use Brella account'. Under the Brella account section, there are two options: 'Sign in with Brella' and 'Create Brella account'.

SET UP NETWORKING

- Once you have created your account, click on **Start networking** to set up your interests
- Now select the day(s) you are available for networking. Then click **Proceed**

Start networking

Which days are you available for networking?

I WANT TO NETWORK ON

☒ TUESDAY
28 April 2020

Proceed

SET UP YOUR INTERESTS

- You can now select your areas of interest and the goals you'd like to achieve for each. Click on **Save**
- Once you have selected all your areas of interest, click **Proceed**

Select the items you're interested in

Search

What are your goals for Other interest? ×

NETWORKING

☒ Network about this

Save

Proceed

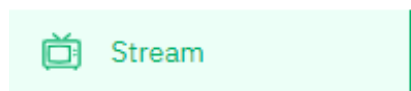
COMPLETE YOUR PROFILE

- You will now be able to update your profile by adding an introduction about yourself as well as adding any regions you may operate in. Once done click **Start networking**

Start networking

HOW TO USE THE CONFERENCE ROOM

- To view live session and socialize during the breaks go to the **STREAM** tab
- When you visit the event page you will be asked to **create an account** or **sign in** if you have attended an event on Brella previously



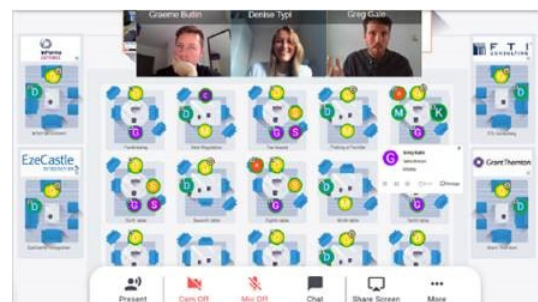
The event has started 🎉

Sign in to join event!

CHATTING TO OTHERS

Once in the room you will be randomly assigned to one of the tables

- **Activate** your microphone and camera to speak to others at your table
- Click on the **icons** to see info about others and send them a **private message**
- Landed at an **empty table**? Finished with your chat? don't want to speak to them? Switch table by double clicking on the table you want to move to



LISTEN TO LIVE SESSIONS

You will get a **30 second notice** of when a session is about to start so that you can wrap up your chat

- Once the session starts the presenter/s will take over your screen
- During the session you can **comment** in the chat or **ask questions** in the Q&A section
- Once the session ends you'll go back to the floor view and be able to keep chatting



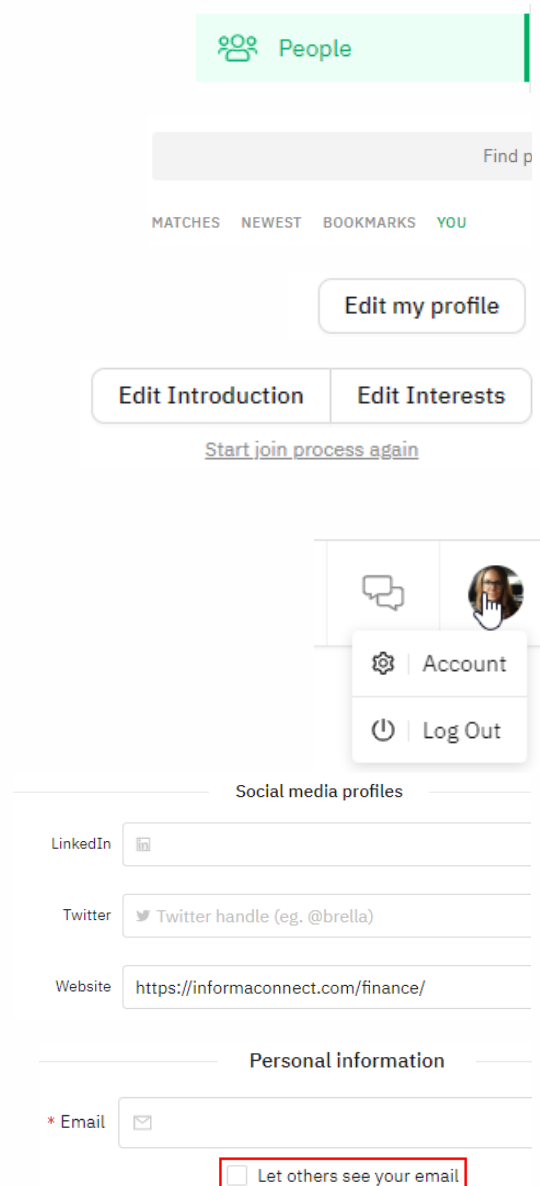
EDITING YOUR PROFILE

EDITING YOUR PROFILE

- If you would like to amend your profile, go to **People** in the main menu on the left hand side of your screen
- Now go to **You** and **Edit my profile**
- You will now be able to **Edit Introduction** text or **Edit Interests**. You will also have the option to **Start join process again**

ADDING SOCIAL MEDIA PROFILES

- If you would like to add LinkedIn, Twitter or your company website to your profile, go to the top right hand corner of the screen and click on **Account**
- You will now have the option to add in your profiles
- You will also be able to select whether you would like to have your email displayed to other attendees



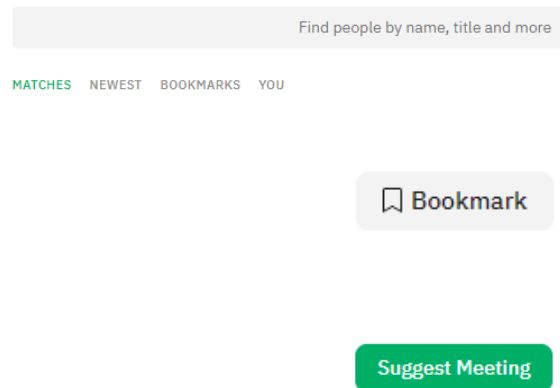
The screenshot shows the 'People' section of the Informa Connect interface. At the top, there is a 'Find people' search bar. Below it are tabs for 'MATCHES', 'NEWEST', 'BOOKMARKS', and 'YOU'. The 'YOU' tab is active, showing a button for 'Edit my profile'. Below this are two buttons: 'Edit Introduction' and 'Edit Interests'. A link 'Start join process again' is also visible. On the right side, there is a user profile card with a profile picture and a dropdown menu with options: 'Account' and 'Log Out'. Below the profile card, there is a section for 'Social media profiles' with fields for 'LinkedIn', 'Twitter' (with a placeholder 'Twitter handle (eg. @brella)'), and 'Website' (with a placeholder 'https://informaconnect.com/finance/'). Below this is a section for 'Personal information' with a field for '* Email' and a checkbox labeled 'Let others see your email'.

SETTING UP MEETINGS



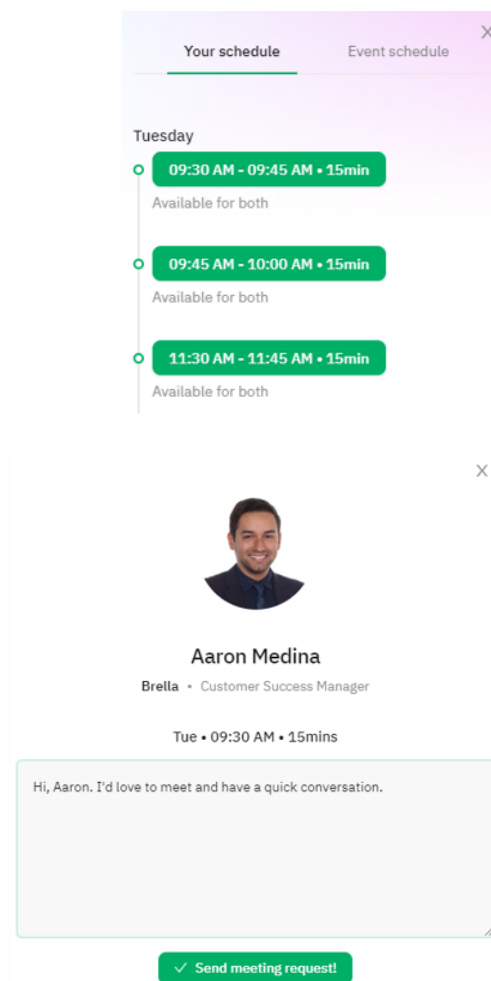
YOUR MATCHES

- Your matches will all be shown under **Matches**
- You can add **bookmarks** to people to be able to quickly find their profiles later
- If you would like to set up a meeting during any of the networking breaks, you can do so by clicking on **Suggest meeting** on the profile of the person you'd like to meet



SENDING MEETING REQUESTS

- Once you have clicked on **Suggest meeting** you will be shown the available networking slots
- Click on the meeting slot you'd like to use. This will open up the meeting invitation screen where you can customise your message to the attendee and then click **Send meeting request**



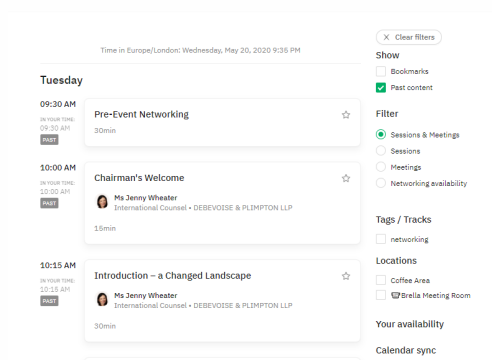
EVENT AGENDA



YOUR SCHEDULE

- To view the full agenda, click on [Schedule](#) on the left-hand navigation bar
- This will take you to a full view of the agenda and filtering options
- From here you can bookmark particular sessions you are interested in by using the ☆ function
- Clicking into a session will show you any additional information attached to that session.
- You can navigate back to the full agenda by clicking [Back to schedule](#)

 [Schedule](#)



[Back to schedule](#)

12:25 PM - 01:10 PM • 45min • Tue
My local time: 12:25 PM - 01:10 PM

Income Based Carried Interest

SPEAKERS



DESCRIPTION

- Introduction
- Interaction with DIMF and employment related securities
- Considerations for specific funds
- Ambiguity and HMRC guidance

YOUR AVAILABILITY

- You can change your availability for the whole event by clicking on the availability drop down
- You can also change availability for individual sessions by using the toggle on each session

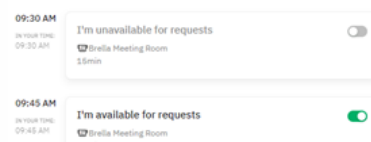
Your availability

Set your networking availability.

Tuesday 28th:

[Available](#) [Unavailable](#)

Tuesday



EVENT SPEAKERS & PRESENTATIONS

VIEWING SPEAKERS

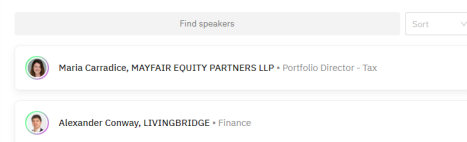
- To view the presenters, you will go to [Speakers](#) on the left-hand side navigation menu
- Here you will find a full list of the event speakers. You can use the Find speakers search bar to search for a specific speaker
- Clicking on a speaker will show you the sessions that speaker is attached to as well as their biography. You can bookmark the session by clicking on the ☆

VIEWING PRESENTATIONS

- To view the presentations, you will go to [Stream](#) on the left-hand side navigation menu
- This will open the stream for the event and the current session will be displayed (**if you cannot see the video playing during a scheduled session try refreshing your page or go to the [People](#) page and then back to [Stream](#)**)
- If your event has multiple tracks / streams, you will be able to move through these streams by clicking on the drop down at the top of the stream and selecting the relevant tracks



Speakers



Ms Jill Hardie

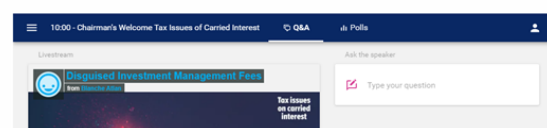
Senior Structuring Adviser, Private Markets & Real Estate Structuring - ABERDEEN STANDARD



Jill is a Senior Structuring Adviser within the Private Markets and Real Estate Structuring team of Aberdeen Standard Investments, focusing on tax structuring across ASI's private markets business. She is also responsible for managing the tax compliance and reporting of ASI's private equity, secondaries and economic infrastructure funds. Prior to joining ASI in 2012, Jill worked in the business tax advisory team at EY.



Stream



Tax Issues on Carried Interest ▾

HAVING ISSUES?

- Brella works best in Chrome, you will be able to use video, audio and screen sharing.
- In Safari, you will be able to use audio-only and watch other screen sharing from others.
- Internet Explorer (IE), Firefox and Edge don't support Brella video calls.

If you are still experiencing issues, please use the chat function at our Informa Connect booth and our staff will be able to assist you. Alternatively, contact our team on digital.support@informa.com



informa connect