

New Year's Perspectives

Sparkling Insights & Drinks

15 January – The Loft – Amsterdam

Publisher's note

Dear partners and valued contacts,

In 2026, *Investment Officer* will proudly host the eighth edition of our event – dedicated to the essential investment and economic insights shaping the year ahead.

Formerly known as *Outlook*, the event now embraces the spirit of **New Year** momentum: fresh perspectives to start the year, combined with a traditional New Year's Drinks for the Dutch investment management community. We want to bring together key decision-makers and influencers from major banks, private banks, insurers, family offices and independent wealth managers to share insights and raise a toast to the new year.

The renewed format offers partners valuable opportunities to connect directly with top professionals through panel sessions and informal networking. Our editorial independent content guarantees unbiased and relevant insights for all attendees.

New Year's Perspectives will feature a compact day program and an exclusive reception at one of Amsterdam's most inspiring venues, with a panoramic view of the city and the Zuidas.

This document outlines the event concept and the benefits for our partners. We look forward to exploring how we can work together to make *New Year's Perspectives* a great success.

Kind regards,
Jasper Staring
Publisher

What to expect?

- **High-Quality Editorial Program**

CIO Debate with the Top 5 banks
& Inspiring Keynote.

- **Panel Discussions by partners**

Leading asset managers discuss 2026
themes.

- **New Years Toast**

Raise a glass with your clients.



What to expect?



Audience profile

- 100 visitors (show)
- 100% buy-side, 2025:
 - 51% (private) banking
 - 43% wealth managers
 - 3% family offices
 - 3% other (e.g. consultancy)

8,4

Qualitative event

Evaluation Edition 2025*

- Rating 8,4
- 80% will attend next year
- NPS score 8,3



ROMI

- Leadlist (show and no-show)
- Quantitative and qualitative evaluation
- Reporting: investment versus quality touchpoints
- Cost per contact point

Value for the audience

Independent plenary program

High- end production

Analysis on key themes that influence
investors performance

Compact program (afternoon & drinks)

Peer-to-peer networking possibilities

Value for you as a partner

Content production & promotion of own Brand Story

What is your core message? This is the starting point for a branded article crafted by an experienced journalist. We ensure it offers genuine substance while integrating seamlessly into your wider marketing strategy. Once published on IO's platform and LinkedIn, we guarantee a minimum of 50 article reads, making sure your story reaches the right audience with both impact and relevance. This Brand Story can also be used within your own marketing / communication channels.

Panel discussion with your expert

Together with two other asset managers, your expert will participate in a panel discussion on the main stage. We have space for six asset managers in total and will facilitate two separate panel discussions.

Drinks, bites and networking

Events are about connecting with your target audience. After the plenary program, we offer venue visitors drinks and bites. Also, we invite our community of decision makers. The best time to connect with clients and prospects. Happy New Year!

Enhanced evaluation

We understand your performance is related to our performance. Therefore, we do not only provide names and emails of the venue visitors, detailed information on enrolments, visitors and article reads, we also calculate your total return on marketing investment.

Brand Story



An event is never just a one-off. Your story will be shared with our audience before and after the event, across our platforms—web, App, and newsletters.

The Brand Story is created in collaboration with a specialised journalist from Investment Officer (separate from the editorial team).

It is a advertorial based on an interview with your expert, from which the journalist will develop the narrative. You'll have two feedback rounds to refine and optimise the story.

In addition, this Brand Story can be re-used and shared through your own channels.

Panel discussion



Panel discussion with **leading asset managers**

Concept: A dynamic conversation on the key topics of 2026.

The session begins with short introductions, where each asset manager presents their chosen topic in the form of a statement (7 minutes each).

Following these introductions, the three asset managers will engage in a moderated discussion, guided by our host (20 minutes).

Total duration: 45 minutes

Schedule

Time	Part
13:30	Registration & Coffee
14:00	Opening by host & welcome by Investment Officer
14:10	Panel discussion Part 1
15:00	Panel discussion Part 2
15:45	Break
16:15	CIO Debate
17:00	Keynote
17:20	New Year's drinks and networking

NOTE: This schedule is an outline that will be concretised more shortly before the event.

Evaluation



KPI based: ROMI (Return On Marketing Investment)

- Visitors
- Average rating
- Article reads
- Touchpoints
- Contacts
- Costs per contact & costs per touchpoint

Venue: The Loft, Amsterdam



Plenary session:
keynote, panel discussions, CIO Debate,
coffee breaks



New Year's Drinks

Your Team



Hebe Helmons: sales & marketing director IO
Ruth Oei: editor – BNR Nieuwsradio
Hanne Decoutere: host – VRT news anchor



Rinette Ori: sponsor liaison IO



Titia te Dorsthorst: event producer – FD Mediagroep

Investment

- Branding: promotion, invitations and event
- Meet 100+ professional investors working on the buy-side
- Lead list (both show and no show)
- Part of plenary panel discussion (45 minutes, 7 minutes intro)
- 2 tickets to the event (excluding speaker)
- 2 tickets to New Year's drinks
- Brand Story
- Promotion Brand Story (web, App, newsletters) with a guarantee of 50 article reads
- Project management
- Evaluation

Conditions

- Maximum of 6 sponsors
- We follow the principle '*first come, first served*' – however:
Partners from the previous edition and members of our
Partner Programme receive priority and a discounted rate
- Deadline for participation: **October 15, 2025**
- Investment is exclusive of VAT