

The Deal Behind the Deal: The crucial role of Leadership Commu- nication in M&A

SECA Event
Wednesday, 3 June 2026
Intenso, Zurich



SECA

Swiss Private Equity & Corporate Finance Association
Schweizerische Vereinigung für Unternehmensfinanzierung
Association Suisse des Investisseurs en Capital et de Financement

The Deal Behind the Deal: The Crucial Role of Leadership Communication in M&A

In M&A, numbers tell only half the story. Behind every deal lies a decisive yet often underestimated force: M&A Communication! Whether navigating sensitive stakeholder dynamics, managing information flows, or shaping the narrative that drives trust and momentum—communication can accelerate a deal, stall it, or quietly break it.

At this SECA Corporate Finance Event, we open the black box. Together with leading experts from Communication, Private Equity, M&A and HR, we explore how communication influences deal dynamics from LOI to post-merger integration. Expect real cases, sharp insights, and candid lessons learned from the front lines of transactions.

Join us in Zurich for insights that go beyond the numbers — with a networking Apéro to follow on the rooftop terrace sponsored by Novastone.

Agenda:

- 18:00 **Welcome & Opening SECA**
Cédric Vollmar, SECA Board Member
- 18:05 **Keynote:** The silent power of leadership communication
Brigitte Kaps, Communication Expert M&A
- 18:20 **Leadership Dynamics:** Unpacking the Deal Behind the Deal
Torge Barkholtz, Managing Director, Novastone Partners AG
- 18:35 **Panel Discussion:** The Deal Behind the Deal:
The crucial role of Leadership Communication in M&A
Brigitte Kaps, Communication Expert M&A
Torge Barkholtz, Managing Director, Novastone Partners AG
Marco Lucchin, Consultant, WExecutive
Moderation: Cédric Vollmar, SECA Board Member
- 19:30 **Networking Apéro**

Fee: SECA Members & Guests: for free / Non-members: CHF 60

Registration: www.seca.ch/events

Language: English

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