



NIRI WEBINARS

Rewriting the Investor Day Playbook: Executing a Successful Virtual Event

2pm ET | April 30, 2020





Q & A

Submit your questions in the Q&A chat window



Maureen Wolff, CEO, Sharon Merrill Associates

Panel

**Maureen
Wolff**

CEO,
Sharon Merrill
Associates

Moderator

**David
Fine**

Principal,
Fine
Communications

**David
Calusdian**

President,
Sharon Merrill
Associates

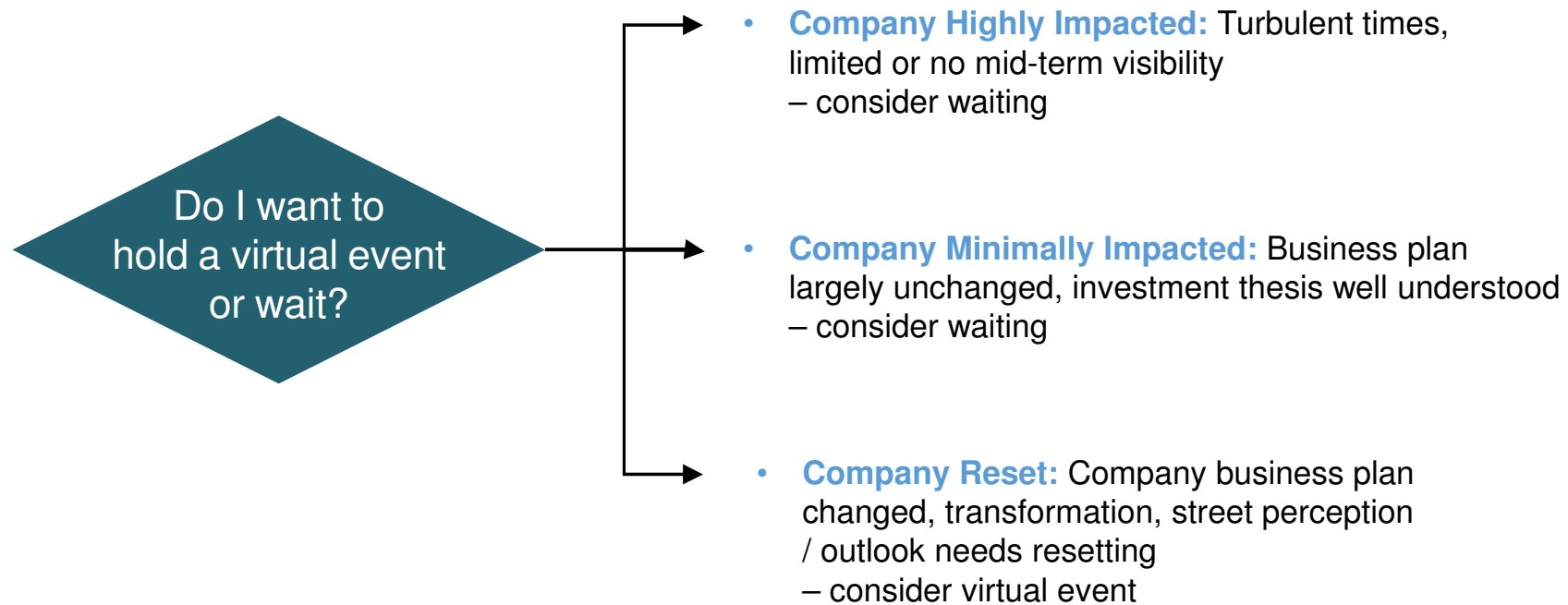
**Mark
Grant**

Vice President
Investor Relations,
GoDaddy Inc.



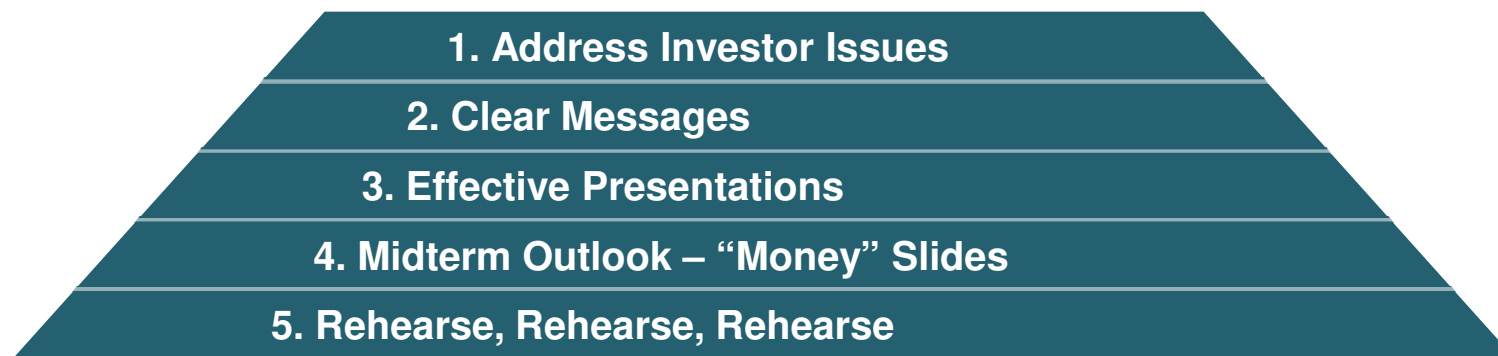
David Fine, Principal, Fine Communications Inc.

Virtual Investor Day or Wait?



Virtual Investor Days – What Keys to Success are the Same?

These Five Fundamental
Building Blocks
Remain the Same



Virtual Investor Days – What New Factors are Essential for Success?

A virtual audience is easily distracted



Must be engaged in new ways...

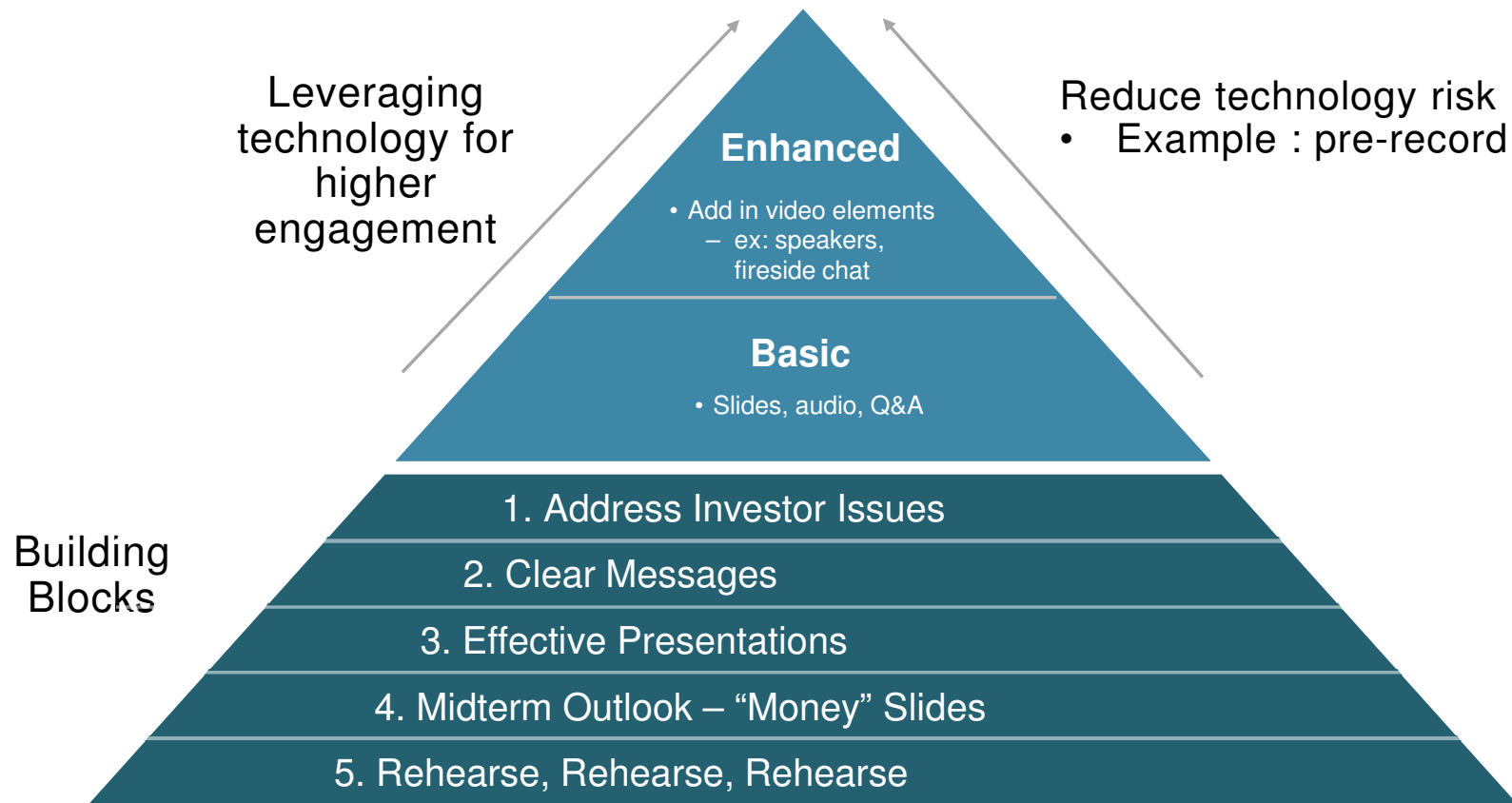


Five Ways to Drive Audience Engagement

1. Shorter event – maximum of 2 hours, with 30-40% for Q&A
2. Video is powerful – video of speakers and of the business: testimonials, product demos etc.
3. Include interactive sessions such as:
 - Fireside chats
 - Panel discussion with moderator
4. Ensure seamless use of technology, strong partner
 - Rehearse / coach all speakers ensure effective sound, light etc.
 - Consider pre-recording
5. Even greater focus on clear, compelling, message driven presentations



Leveraging Technology to Enhance Engagement: Options





David Calusdian, Sharon Merrill Associates

Plan Content to Fit a Shorter Timeframe

*Find New
Ways to Drive
your Message*



Make your investment thesis
your foundation

Start with the end in mind: what do you
want the headlines to say?

Select speakers & technology features
to enhance the message

Use technology to get the message
across in new ways

Planning is Key...Start off Right

Virtual Logistics are Different, But Just as Intense

Determine the Right Investor Day Features

- Speakers
- Customer panel
- Expert speakers
- Virtual tours
- Demos
- Video

Choose the Right Technology Platform

- Security
- Multi-media capabilities
- Engagement features
- Q&A capabilities
- Technical support

X4 Pharmaceuticals Patient Video

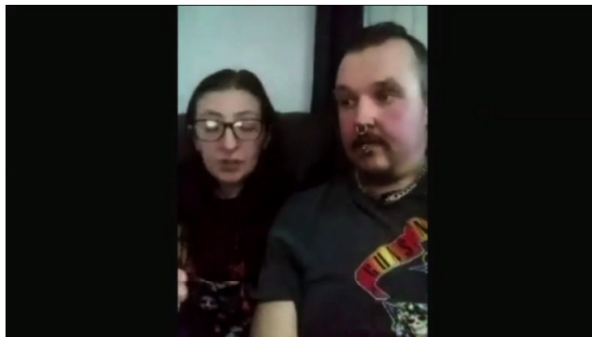
Apps Working...



Clip Slides Slide Index Help

2020 Analyst Day Webinar: A Deep Dive into WHIM Syndrome

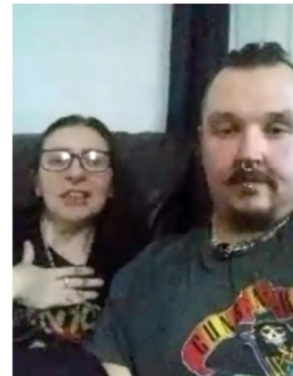
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Meet Kirsty – A Newly Diagnosed WHIM Patient



WHIM Patient Journey Clip



Kirsty

- 37-year old female
- Confirmed WHIM patient
- In and out of hospital since birth
- Frequent bacterial pneumonia
- Fungal pneumonia
- Sepsis
- Spinal fracture at age 10 from long-term steroid use/weight gain
- Multiple operations from various carcinomas
- Anorexia
- Migraines
- COPD, bronchiectasis
- Significant unmet need

15

15:49 / 1:53:20

Business and Financial Overview



Okta Partner Interview

FY21 Investor Day

Todd Weber
Chief Technology Officer
OPTIV

Frederic Kerrest
EVC, COO + Co-Founder
okta

PARTNER NETWORK
Pipeline efficiency through partners

GLOBAL PARTNER OF THE YEAR

- Optiv Security is a leading global security solutions integrator and consecutive winner of Okta's Global Partner of the year
- Okta is able to leverage Optiv Security's broad customer relationships, implementation experience and technical expertise as it broadens its partner network

Delivery in the Virtual Setting is Critical

Delivery Tips for Speakers



Rehearse to sound natural

Bring energy to the conversation

Gesture effectively

Maintain eye contact

The Speaker's Virtual "Stage" Sets the Tone



5 Key Tips for Investor Day Success

Plan early for many new logistical issues

Focus on the message, and use new ways to get it across

Use the virtual setting for enhanced engagement and interactivity

Rehearse each speaker on their “virtual stage”

Leverage investor day multi-media content into your IR program





Mark Grant, VP of Investor Relations



As in most things, preparation is key

- Vet your technology partners thoroughly – and have backup plans
- Gather thoughts from stakeholders prior to the event
- Rehearse content, tone, and messaging early and often
- Technology and platforms - practice on the same field you will play on
- How will you measure success?

Things to consider for the live event

- How long can I keep my audience engaged without a break?
- Pros and Cons of pre-recording prepared remarks
 - Message/content/disclosure control (+)
 - Minimizes the chance of technology issues (+)
 - Allows for better execution of demos/ad spots/videos etc (+)
 - Can feel less engaging to the audience (-)

GoDaddy 2020 Investor Day

Media Player

Presentation Slides

Dream: extend our leadership position

Intuitive tools and capabilities for customers
Uni

Solve the "stock out" problem with innovation
Not Available 40% Available 60%

Continued global expansion
Domain Share
30%

POWERED BY Q4

Things to consider for the live event

- How to handle Q&A
 - What can your platform do?
 - Truly live, or moderated?
 - Email or in-room chat?
 - Attribution?

GoDaddy

GoDaddy 2020 Investor Day

Media Player

Presentation Slides

Key investment highlights

- Clear global leader in serving massive market of everyday entrepreneurs
- Innovative customer-led offering driving share gains across the customer journey
- Capability to invest capital aggressively
- Distinctive financial profile with profitable growth at scale
- Experienced management with a track record of success

4-1-1
On GoDaddy
\$4B Revenue
\$1.1B uFCF
Organic target for 2022
Potential for upside from future M&A

POWERED BY
Q4

Feedback and learnings

- Universal appreciation for transparency and visibility during a challenging time
 - We have more than 19mn SMB customers – people wanted to know what we were seeing
- Q&A allowed for more people to be heard and more clarity offered in the messaging
- Strong suggestion that more events should be virtual in the future, regardless of the environment
- Remember how you wanted to measure success, and be accountable



Q & A

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