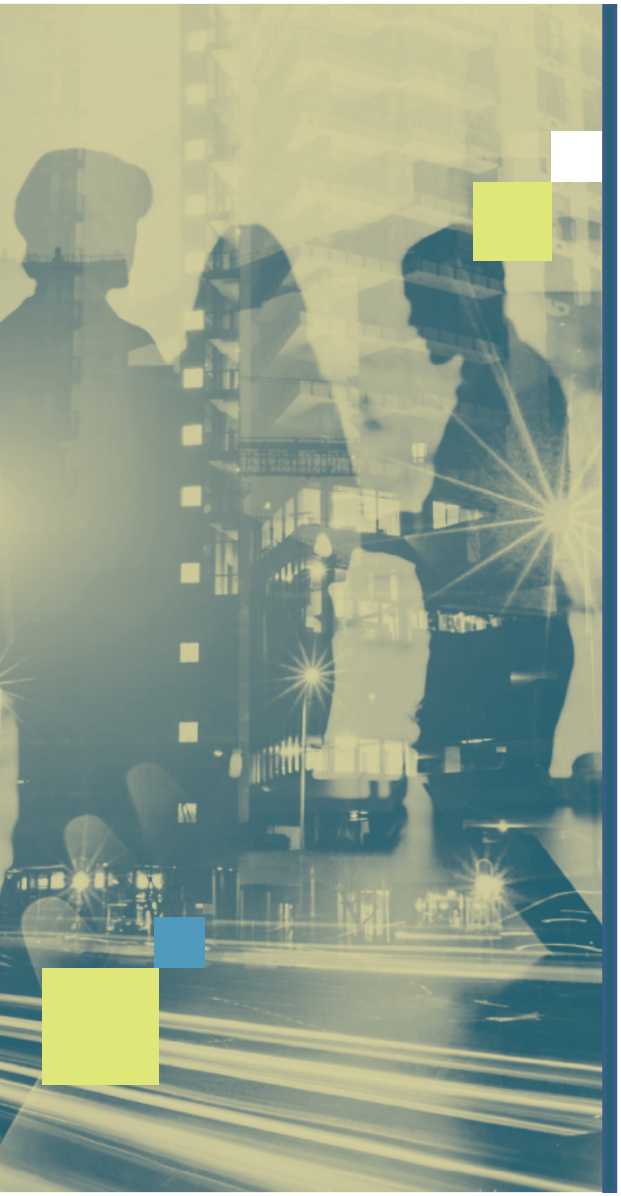
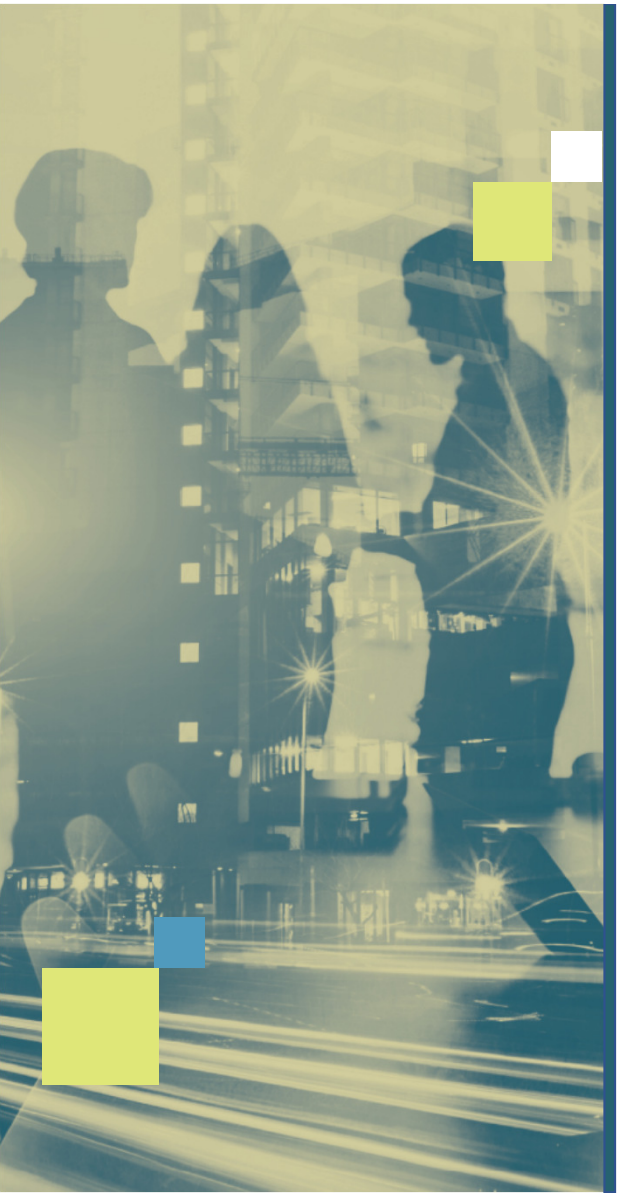
Rewriting the Investor Day Playbook:
Executing a Successful Virtual Event

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

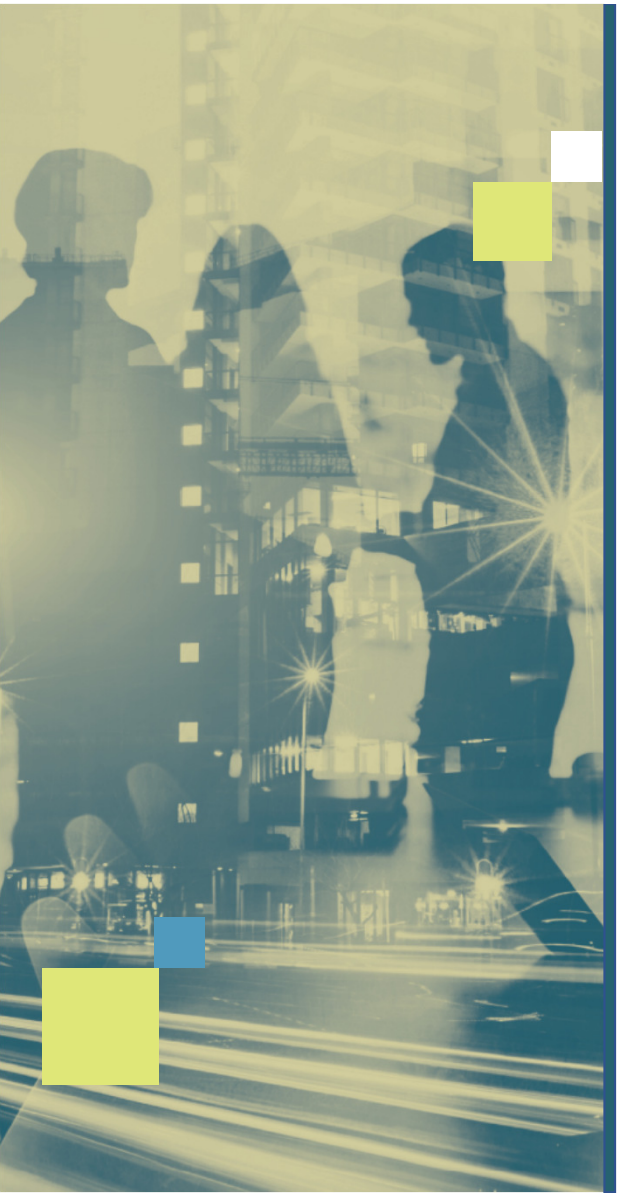
Principal,
Fine Communications

David Calusdian

President,
Sharon Merrill Associates

Mark Grant

Vice President
Investor Relations,
GoDaddy Inc.



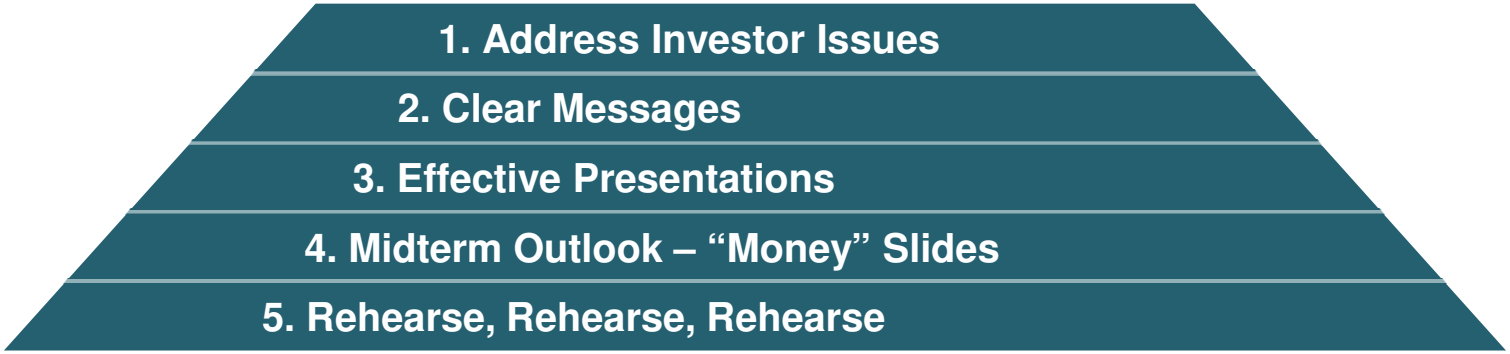
David Fine, Principal, Fine Communications Inc.

Virtual Investor Day or Wait?

- **Company Highly Impacted:** Turbulent times, limited or no mid-term visibility
  – consider waiting
- **Company Minimally Impacted:** Business plan largely unchanged, investment thesis well understood
  – consider waiting
- **Company Reset:** Company business plan changed, transformation, street perception / outlook needs resetting
  – consider virtual event

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?

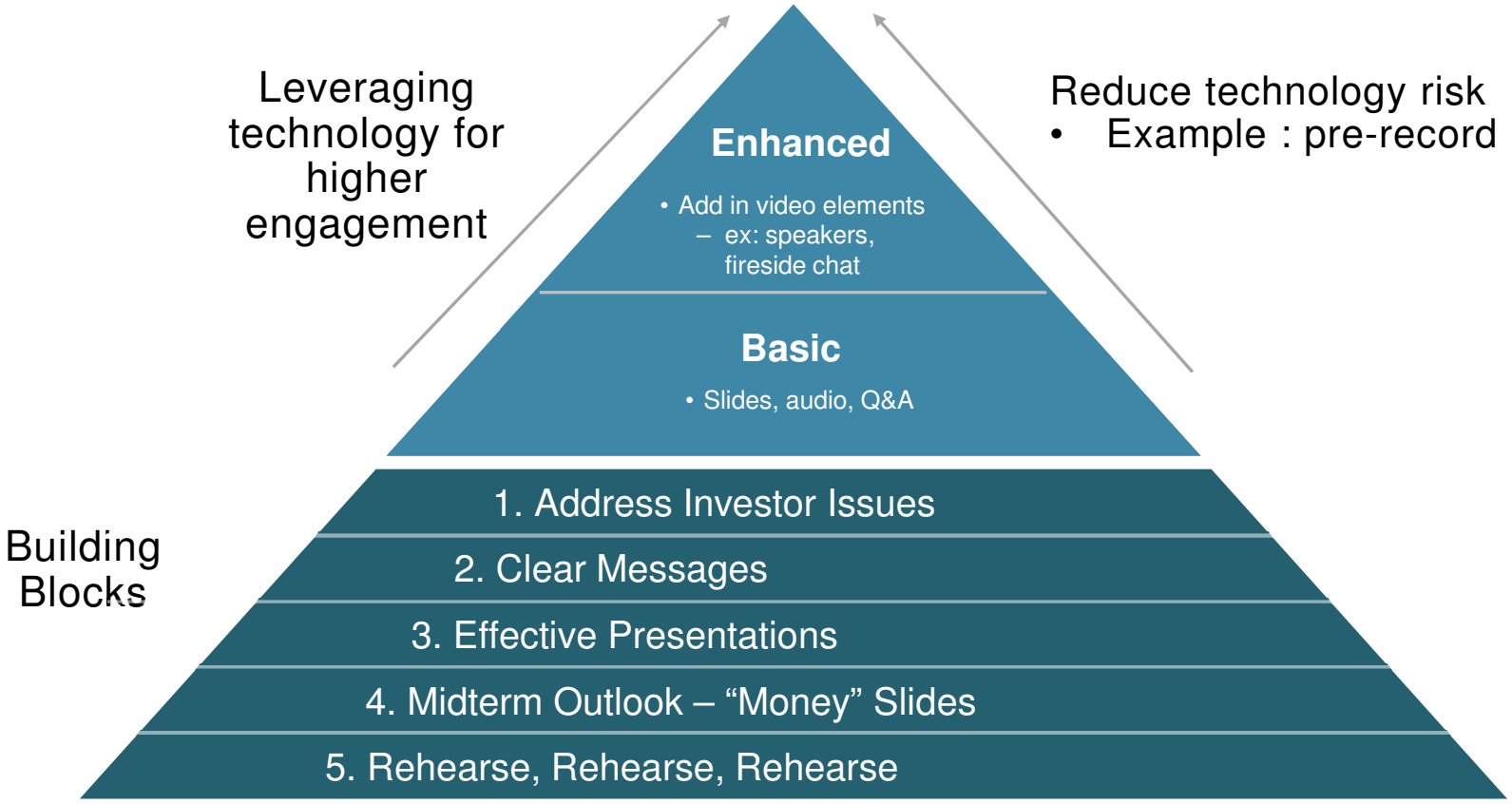
A virtual audience is easily distracted

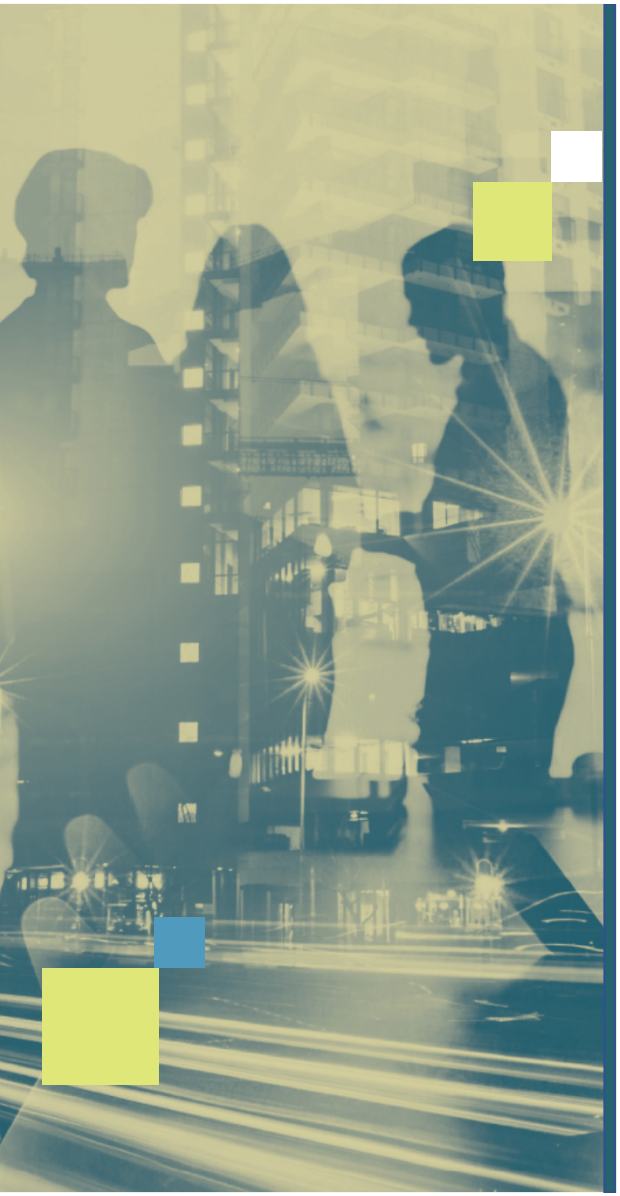
Must be engaged in new ways…

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

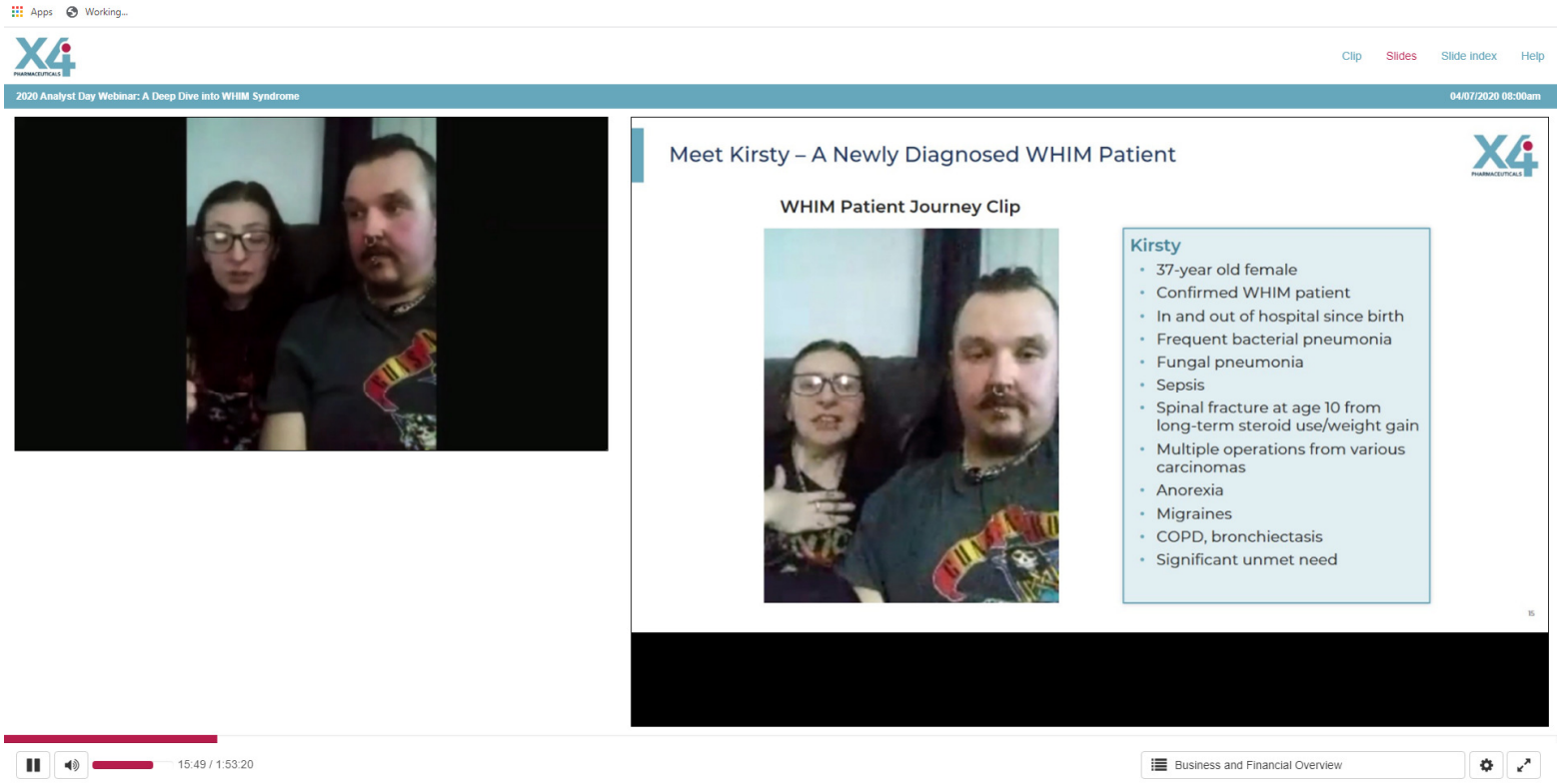
- Make your investment thesis your foundation
- Start with the end in mind: what do you want the headlines to say?
- Select speakers & technology features to enhance the message
- Use technology to get the message across in new ways

Planning is Key…Start off Right

Virtual Logistics are Different, But Just as Intense

Determine the Right Investor Day Features	Choose the Right Technology Platform
• Speakers • Customer panel • Expert speakers • Virtual tours • Demos • Video	• Security • Multi-media capabilities • Engagement features • Q&A capabilities • Technical support

X4 Pharmaceuticals Patient Video



Okta Partner Interview

FY21 Investor Day

Delivery in the Virtual Setting is Critical

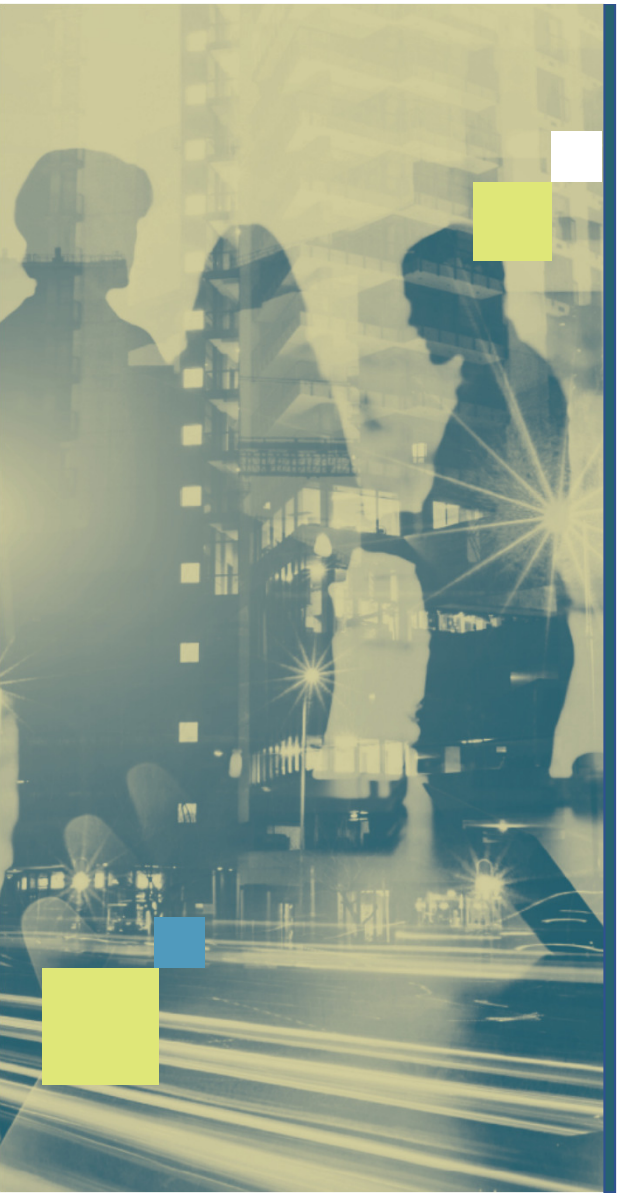
Delivery Tips for Speakers

- 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

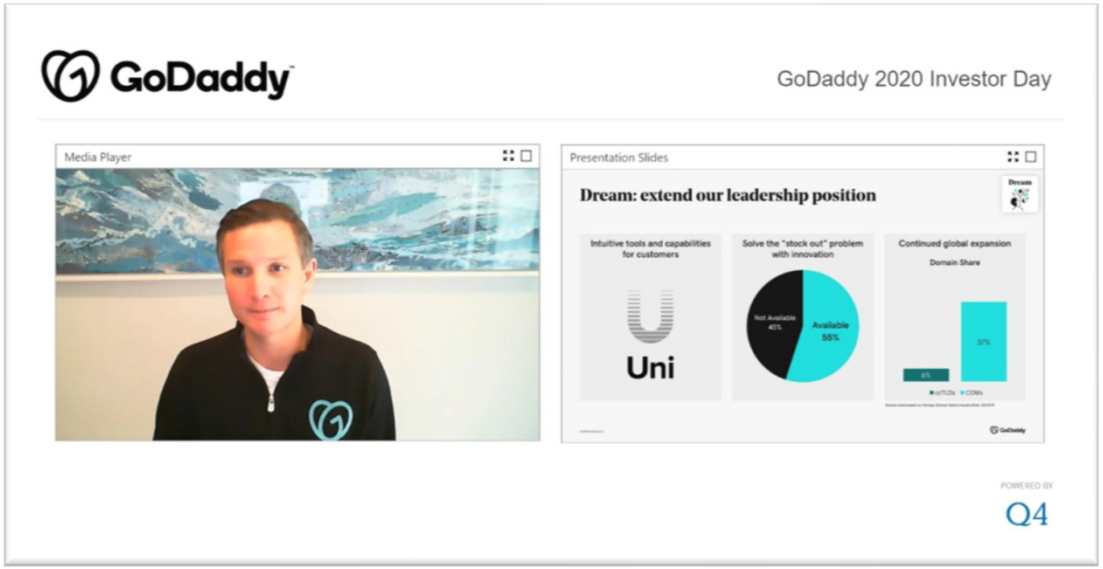
GoDaddy™

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?

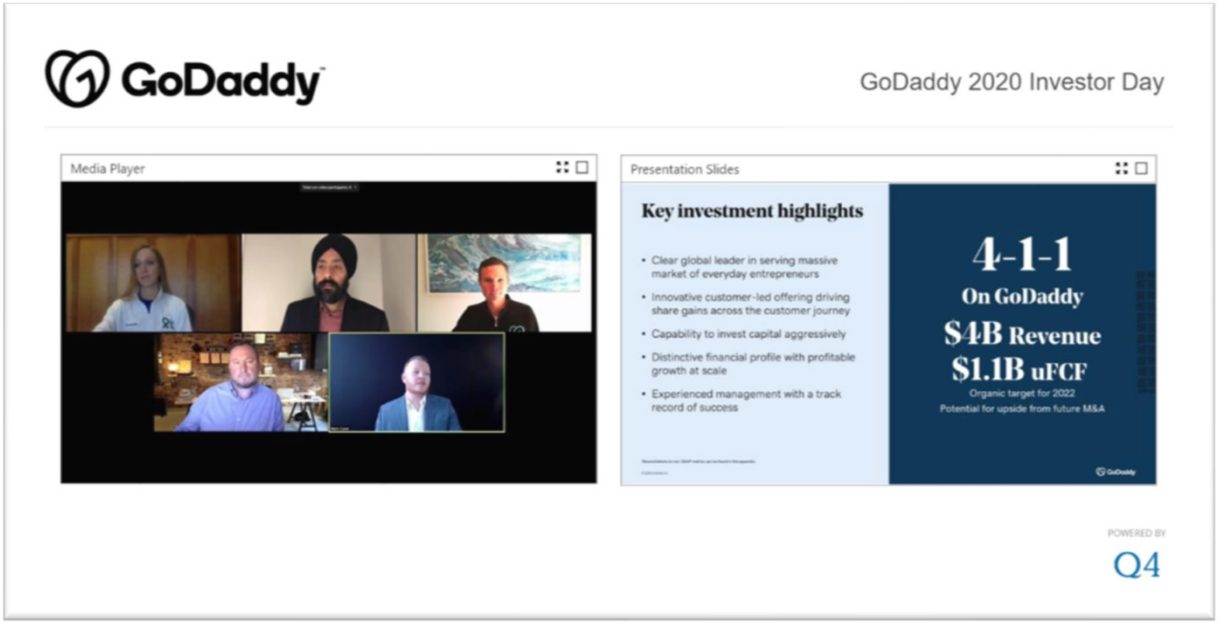
Things to consider for the live event

- 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 (-)



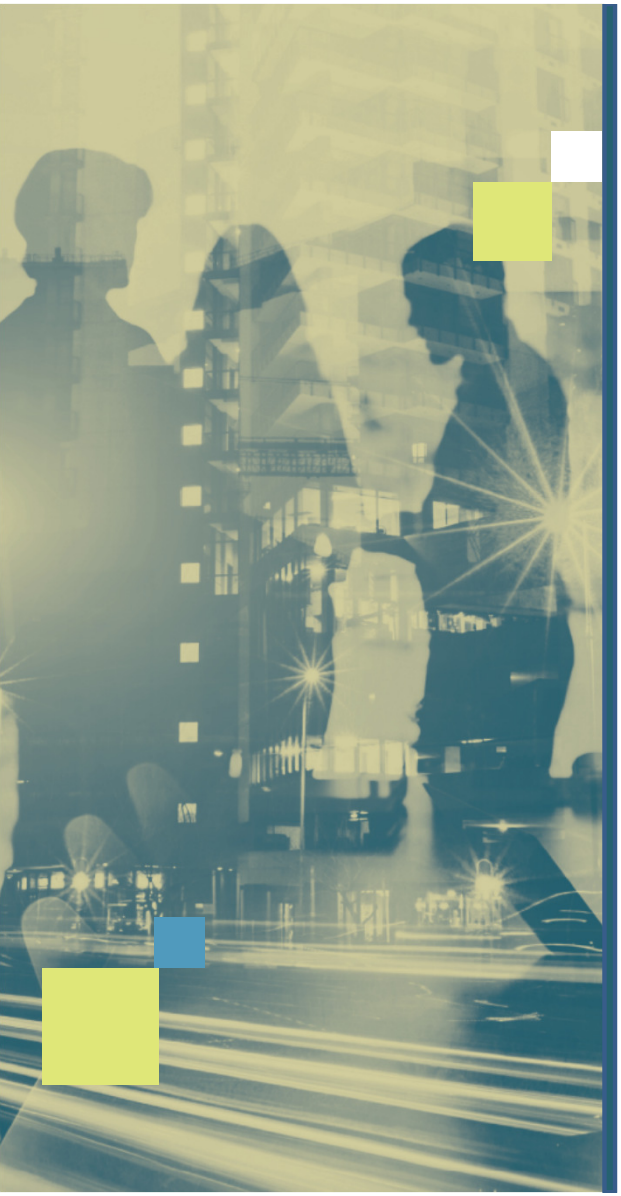
Things to consider for the live event

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



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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