



January 17, 2017

Headline Risk Twist

IROs are accustomed to headline risk. Most successful IROs plan for and have crisis management experience involving negative news. As we prepare for Friday's presidential inauguration, it seems timely to consider a new form of headline risk. This is from last Thursday's [Wall Street Journal Morning MoneyBeat Breakfast Briefing](#):

*"Going forward, any time Trump is live in a press conference, or speaks about a market-related item, you'll have this risk," says Michael Antonelli, equity sales trader at Robert W. Baird. "These events may introduce a new kind of headline risk and we live in a world where these things are instantaneously translated into prices." That's why traders big and small are paying increasingly close attention to Mr. Trump's Twitter messages, speeches, statements, and media interviews. In addition to all the other risks out there, there's now the **Trump risk**.*

We are now seeing media coverage of the [reputational](#) and [stock price](#) implications around these events. [Bloomberg terminals](#) now incorporate Trump's tweets, and there is [an app](#) that will alert you if he tweets about a specific stock. The focus to date has been limited to a handful of sectors, but it is clearly prudent for all companies to consider their exposure, and incorporate appropriate response options into their crisis communications plans. NIRI covers reputational risk and crisis communication planning regularly in a variety of forums such as *IR Update* magazine and at professional development events including the upcoming [NIRI 2017 Annual Conference](#).

My thanks to Jeff Huebschen, Bernadette McCormick, and everyone at the NIRI Twin Cities chapter for their hospitality and for allowing me to moderate their recent [chapter meeting](#) on the subject of NIRI's new Investor Relations Charter (IRC™) certification. We had a very engaged audience and an excellent panel of IRC holders including Heide Erickson, Jack Nielsen, and J.C. Weigelt. If you are interested in learning more about the IRC program, the [NIRI website](#) offers a wealth of resources including a similar [orientation webinar](#). The deadline to register for the March exam is February 4.

If you are an IR counselor or consultant, NIRI needs your help! Our 2017 IR

Counselor Compensation Study is in the field and we invite your participation. This survey provides members with benchmarking data and practices, and only takes five minutes to complete. By participating, you'll be entered into a random drawing to win complimentary registration to the NIRI 2017 Annual Conference (\$1,300 value) and other prizes. To begin the survey, [click here](#).

Finally, your peers on the Annual Conference Committee have been developing relevant new content for the NIRI Annual Conference, June 4 – 7, 2017 in Orlando. New for 2017 [Breaking the Mold Sessions](#) include:

- IR Strategy & Planning: IRO Teach In
- Peer Power + Speed Networking
- Ask the Experts
- Think Tanks
- IRC Exam Prep Seminar
- New to NIRI Conference Orientation Session

Be sure to [register](#) by February 27 for advance registration rates. And continuing on this topic, NIRI is seeking Chapter Conference Ambassadors to promote the meeting. Conference Ambassadors are eligible for special conference registration rates, and more. For more information please contact rkite@niri.org.

Best regards,
Matt

Matthew D. Bruschi, CAE
Vice President, Communications and Practice Information
National Investor Relations Institute
mbrusch@niri.org
[@Matt_Brusch](#)
[LinkedIn.com/in/mattbrusch](https://www.linkedin.com/in/mattbrusch)