



January 31, 2017

Analyst/Issuer Relations Best Practices

You may have seen the recent [Wall Street Journal](#) article that explored practices around corporate access and analyst relations with issuers. If not, the January 20, A1 feature intimated that some companies favor analysts with a rating other than “sell.” There were other articles written in response that looked at this from other angles such as, [for example](#), the perspective of analyst/investor relations.

The *WSJ* piece provides an opportunity to consider analyst/issuer relations. This note *is not* about any particular company or situation. It *is*, however, about best practice, specifically the “[Best Practice Guidelines Governing Analyst/Corporate Issuer Relations](#),” that NIRI and the CFA Institute collaborated together to develop over a decade ago. These guidelines were designed to improve the efficiency and integrity of capital markets through open, fair and consistent communications between issuers, analysts and investors.

It’s a relatively brief document and I recommend reading it if you haven’t, or re-reading it if it’s been a while. These evergreen guidelines were developed by senior NIRI members - all either Fellows and/or NIRI national Board members and chairs - including Sam Levenson, Brad Allen, Len Griehs, Valerie Haertel, Deb Kelly, and former NIRI CEO Lou Thompson.

Changing gears a bit, your Annual Conference Committee has been busy adding [concurrent sessions](#) to meet your needs at the Annual Conference June 4 - 7 in Orlando. Be sure to [register](#) by February 27 for advance rates for the world’s largest IR education and networking event.

The Annual Conference Chapter Ambassador program is seeking chapter members to promote conference awareness. As an incentive, ambassadors are eligible for discounted or free conference registrations. Contact rkite@niri.org for more information.

NIRI is offering a two popular [finance seminars](#) on March 26-29 in New York, Finance 101 and Finance Essentials. Finance Essentials will also be offered June 26-27 in

Miami.

Finally, don't miss the opportunity to sit for the next [IRC certification exam](#) in March. The registration deadline is this Saturday, February 4!

Best regards,
Matt

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