



**May 9, 2017**

## **Three and a Half Weeks Until Conference – Register by May 15 for Savings**

The NIRI 2017 Annual Conference offers a powerful lineup of the most relevant topics in IR today presented in an array of learning styles to suit your individual preference. Grow your professional network, reconnect with friends, and get up to speed on cutting edge IR products and services in the large IR Showcase exhibit hall. All of this is available at the best rates if you [register](#) by *next Monday*, May 15.

Whether you're new to IR or you're a tenured IRO, NIRI 2017 has the depth and breadth to allow you to curate your own ideal conference experience. The world's largest IR professional development event consists of nearly 50 seminars, general and concurrent sessions, with topics including:

- [IR success strategies for addressing the explosive growth of passive investing](#)
- [How to beat a social media crisis](#)
- [Assessing the impact of recent geopolitical changes](#)
- [Latest trends in sustainability reporting](#)
- [Balancing long-term management with the short-term investing world](#)
- [The future of the sell-side](#)
- [The latest on shareholder activism and how to keep activists at bay](#)

New this year is Sunday's conference workshop, the **IRO Teach-In: IR Strategy and Planning** where attendees will learn to evolve your IR strategies and plans in scenarios that regularly impact IROs. Edelman Financial Communications has teamed up with IROs from Etsy, Darden Restaurants Inc., Ironwood Pharmaceuticals, and Wright Medical for this interactive session. [Click here](#) for details.

The complete list of sessions, speakers, and everything else you need to get ready for the event is available on our NIRI Annual Conference [web page](#).

Please remember to [register](#) by **next Monday, May 15** for discounted rates. NIRI room rates at the JW Marriott Orlando, Grande Lakes also end next Monday, so

[reserve your room](#) now for savings.

The NIRI team and I look forward to seeing you in Orlando.

Best regards,  
Matt

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