



December 5, 2017

Wrapping Up 2017

Welcome to December. The year is drawing to a close, which means a great many of us are: a) hunting desperately for the perfect holiday gifts; and b) working rapidly on all of those tasks with a December 31 due date so that we might actually get some time off to celebrate the holidays.

I hope you are successful with both objectives. But assuming that you can still find a little time, I hope that you will read the results of a recent BNY Mellon survey report about global trends in investor relations. One of the “longest running and most comprehensive” surveys in the field, this edition dives into gender equity and investor engagement. Among the notable trends identified is the continued growth of former sell-side analysts serving in investor relations roles. The data in the survey are strikingly similar to NIRI member data, which reveals that more than a quarter of members have sell side experience.

Another finding in the BNY survey is the increasingly strategic role of IR practitioners. This includes a greater focus on stewardship, with more focus on ESG and socially conscious investors. The survey report, which you can find [here](#), is worth a read in this busy month.

By the way, this newsletter sports a new name, *IR Update Weekly*, placing it within the same brand family as NIRI’s flagship publication, *IR Update* magazine. Watch for more news about *IR Update* in 2018.

All the best,

Gary



Gary A. LaBranche, FASAE, CAE
President and Chief Executive Officer
National Investor Relations Institute
glabranche@niri.org