

IR UPDATE WEEKLY

February 13, 2018

Faster, Higher, Stronger

The Winter Olympics in Pyeongchang kicked off in glorious style and now competes with Washington, D.C., for dominance of the daily news cycle. This has us wondering what an IR Olympics might look like. My NIRI staff colleagues Ted Allen and Matt Brusch gave this some thought and here is what they imagined:

- *Earnings Calls (Long Program)*: Corporate CEOs (supported by their IR team) will be judged by a panel of analysts based on mastery of technical elements, the degree of difficulty in conveying the company's earnings, and presentation skills. Style points awarded for believability in explaining recent earnings misses.
- *IR Biathlon*: This marketing endurance event combines investor targeting with a grueling cross-country race involving non-deal road shows, investor/industry conference presentations, one-on-one meetings, conference calls, in-house meetings, tours, and analyst/investor days.
- *Proxy Season Pushback*: IR teams must call up three institutional investors and persuade them not to follow the recommendations of the proxy advisory firms.
- *NDR Relays*: IR teams will race around New York City during rush hour to see who can complete four investor meetings in the shortest amount of time.

Speaking of New York, I'll be there this week for a meeting of the Annual Conference Committee, chaired by Victoria Sivrais. The [22 members](#) of the committee are working hard to finalize the programming for the NIRI Annual Conference, June 10-13. [Register now](#) to join more than 1,000 of your peers for the IR community's signature education and networking experience!

All the best,
Gary



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