

# IR UPDATE WEEKLY

**March 20, 2018**

## **The Prize Inside**

Do you remember Cracker Jack? The sticky, sweet, crunchy treat extolled in “Take Me Out to the Ball Game” is still around (and not yet mixed with kale). It is just as tasty as it was years ago, but the prize inside has become safer. No more little whistles or a compass that might obstruct the occasional airway.

Back in the day, those little prizes were much sought after by kids of all ages. You were never sure what you would pull out. It was all so exciting and fun. “Free Prize Inside” was author Seth Godin’s 2007 sequel to his runaway best-seller, “Purple Cow.” Godin reminded us about the excitement of the unexpected can turn something mundane into something remarkable. The goal is to delight the customer.

That spirit has infused the planning for NIRI’s [Annual Conference](#) in Las Vegas, June 10-13. The 1,000+ attendees who gather together will experience a NIRI meeting unlike any other. “Survey says!” will ring out during the “IR Family Feud.” Makeup brushes will perfect our imperfections at the Headshot Lounge. And simulated remote, interviews will help participants sharpen their on-air skills. These and other “prizes inside” will delight, inspire, and benefit #NIRI18 attendees.

Come for the delight and stay for the download from thought leaders and experts who will cover the territory from MiFID II to cryptocurrency to the issue of your choice in the brand-new “IR Situation Room.” Add to that some exciting networking events, an IR “teach-in,” and industry round tables, and you have the setting for a remarkable Annual Conference.

[Register today](#) to get the “prize inside” in June!

All the best,  
Gary



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