

IR UPDATE WEEKLY

May 15, 2018

Thunder in the Desert

The United Club lounge in Chicago is busy as I write this week's column. A powerful thunderstorm has disrupted flights, including mine. Travelers are huddled around power outlets like lost hikers around a campfire. We are grateful to be sheltered from the storm. Growing up in the Midwest, specifically on the Great Lakes, I learned to love and respect thunderstorms. I was and am mesmerized by the force of nature that rattles the dishes and wakens us from slumber.

I am also in awe of the [Annual Conference Committee](#). This group of 22 NIRI members has worked for months to create a powerful educational program for more than 1,000 conference participants. They volunteer their time, wrack their brains, and tap their networks to rain down the very best topics and speakers for [#NIRI18](#) in Las Vegas on June 10-13. There is power in this storm of knowledge, fierce conversations, and awesome displays of illumination.

General Session speakers include:

- In the Opening Keynote session, Adena Friedman, President and CEO of Nasdaq, will address how technology is shaping the capital markets of tomorrow.
- Brian Sullivan, Worldwide Exchange Anchor and Senior National Correspondent at CNBC, will discuss how you can unlock the power of the financial media.
- Tom Farley, President of NYSE Group, will discuss "Bulls, Bears, Unicorns, and Proxy Wars: The Battle for Clarity and Common Sense in Today's Capital Markets."
- Brian Beaulieu, CEO of ITR Economics – who earned a perfect score from attendees when he spoke at the 2017 Senior Roundtable annual meeting – will provide a global economic perspective.

- In the final session, Susan Carnicero, who has experience with the CIA and in investor relations, will reveal how you can “Spy the Lie” in your interpersonal conversations.

These speakers are just the top of the thundercloud. Four “Lunch and Learn” sessions, 21 concurrent sessions, and a downpour of engaging experiences and fun networking events will drench you at #NIRI18. And the IR Showcase will bring light on the best-in-class products and services that are so essential to IR practice.

This year’s conference has already attracted the largest registration in years. Register today to join your peers for the most powerful, mesmerizing display of IR knowledge, and to experience the force of your professional community. NIRI members receive a \$700 discount on the non-member registration fee. To be sheltered in NIRI’s discounted room block at the Wynn Las Vegas, you must [book your room](#) by **May 30**.

All the best,
Gary



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