

IR UPDATE WEEKLY

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One Idea Can Change the World

One hundred and four years ago this month, an exhibition changed the world. Much like the exhibit at the upcoming NIRI Annual Conference, this one showcased new, cutting-edge products aimed at expanding the understanding of attendees. About 30 exhibitors participated, slightly fewer than the 35 about to participate in NIRI's IR Showcase at the Annual Conference. Just like the hundreds of thousands of exhibitors marketing at tens of thousands of conferences every year, the purpose of the show 144 years ago was to generate sales. But it was also to make an impression.

The exhibitors included Claude Monet, Edgar Degas, Paul Cezanne, and Pierre-Auguste Renoir, along with two dozen of their friends. The April 15 to May 15, 1874 exhibit featured 165 works of art in a style that became to be known as Impressionist, a term that started out as one of derision. For the purposes of this first show, they used the name, "Co-Operative and Anonymous Association of Artists, Painters, Sculptors, Engravers, etc." The show, set in Paris (naturally), generated some controversy as critics and the public struggled to understand an original approach to art (per Wikipedia). Today, works from the Impressionists can sell for tens of millions of dollars each and are among the most treasured and popular attractions in the world's most prestigious museums.

The story of the Impressionists reminds us that one idea can change the world. By displaying their work collectively, Monet and his buddies created a convenient way for people to learn, compare, and buy. Their exhibit, just like every exhibit in every hotel and convention center today, was a shared, social experience that generated discussion, debate, and, most of all, learning. The same is true today: experienced IR professionals, like all experienced professionals, understand that an exhibition or showcase is an important platform for learning.

NIRI Annual Conference's 35 [Exhibitors](#) and 30 [Sponsors](#) are a vital part of the learning experience for IR practitioners. Practitioners are only as successful as their

team, and service providers are a crucial part of the IR team. Perhaps you'll find the one idea that will change your world.

All the best,
Gary



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P.S. It is not too late to register for the [2018 Annual Conference](#), June 10-13, in Las Vegas.