

IR UPDATE WEEKLY

June 19, 2018

Making History

My feet hurt. If yours do, too, then you may have been among the 1,100 participants in the history-making, earth-shaking, thirst-quenching NIRI Annual Conference in Las Vegas last week.

It was a conference for the history books, marking the first time that the women leading Nasdaq and NYSE appeared at the same event (on back-to-back days). It was also the most successful NIRI Annual Conference since the glorious pre-recession days of 2006! While data are not exact, there may have been a record-number of business-cards exchanged on a per capita basis during an array of networking events in the beautiful Wynn Hotel. Trust me: booties were shaken and more than a few adult beverages were consumed.

More than 140 speakers and panelists shared their talents and insights on topics ranging from "The ABCs of ESG" to "MFID II" to "The Right Approach to Investor Targeting" and everything in between. And participants engaged in a variety of innovative and fun experiences, including live media training, the Headshot Lounge, and the Career Development Hub. Several companies made their debut to the IR community in the IR Showcase, joining a vibrant group of exhibitors and sponsors that brought the best-in-class products and services that IR practitioners need to succeed.

A big, glittery thank you goes to the [Annual Conference Committee](#), led by Chair Victoria Sivrais and vice chairs Mike Conway and Brian Rivel. They, along with the NIRI staff led by Matt Bruschi, worked for a year to make #NIRI18 a success.

It was a conference unlike any that NIRI has yet seen, leaving participants with new ideas and knowledge, renewed and new friendships and contacts, and a deeper appreciation for the dynamic profession of investor relations. And very sore feet.

All the best,
Gary



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P.S. Please plan to join us on June 2-5, 2019, for the 2019 Annual Conference at the JW Marriott Desert Ridge in Phoenix, where we will celebrate NIRI's 50th anniversary.