

IR UPDATE WEEKLY

August 21, 2018

Professional Development

Continuous professional development is essential for success. NIRI works hard to ensure that members and others interested in IR have access to an array of learning opportunities throughout the arc of their career. From “Fundamentals of Investor Relations,” to the Annual Conference to the Senior Roundtable, there is something for every stage in your IR career.

And new programs are in development, including a comprehensive online learning offering. The “Investor Relations Competency Suite™” will launch in 2019 and offer about a dozen units based on the IR *Body of Knowledge*. This will be a terrific resource for IR practitioners at any level including those with specific skills gaps, and selected units will be valuable to CFOs, CEOs, other corporate colleagues, and even directors. And because it is all online, courses can be accessed by anyone, anywhere at any time.

The “Investor & Issuer Idea Exchange™” will be targeted at the strategic level as it will focus on the big issues facing those engaged in the capital markets. This discussion-centric conference will feature “provocateurs” who will share different points of view on macro issues. ESG will be the focus of the first conference, on March 19, 2019, in New York City at Baruch College.

New regional events are being built around long-standing NIRI offerings. “NIRI East™,” which takes place September 24-28 in Boston is a re-design that encompasses the very popular “Fundamentals of IR” along with other seminars, workshops and networking for Senior Roundtable members, Boston chapter members and others. “NIRI West™” will be launched in 2019 with other regional events to come.

And look for a report and associated education from the “Think Tank on the Future of Investor Relations™.” Chaired by Lynn Antipas Tyson, Executive Director, Investor Relations of Ford Motor Company, the Think Tank is being guided by a futurist to discuss and debate the evolution and development of IR. This work will result in a

white paper and related webinars and other learning engagement opportunities.

In addition to these and other NIRI programs, chapters offer dozens of programs throughout the year. I encourage you to take advantage of all that is available to you. And please encourage anyone in your company who collaborates on IR to participate as well.

All the best,
Gary



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P.S. A reminder that September 25 is the deadline for the next IRC exam, which will be held November 13-20. Please visit www.niri.org/certification for more information