

Get Ready for the IRO “Teach-In” at the NIRI Annual Conference

On Sunday afternoon at the NIRI Annual Conference in Orlando, attendees can attend a dynamic new two-hour “IRO Teach-In” focused on IR Strategy, Planning, Implementation and Measurement



The 2017 NIRI Annual Conference is just around the corner. The largest gathering of IR professionals in the world will take place June 4-7 at the JW Marriott Grande Lakes, Orlando, Florida. A new feature this year is a dynamic two-hour “IRO Teach-In” focused on IR Strategy, Planning, Implementation, and Measurement, to be held on Sunday afternoon, June 4, 2017.

To learn what’s behind this new program, *IR Update* reached out to Deb Wasser, executive vice president and U.S. lead of Edelman’s Investor Relations Practice. She and her team are coordinating the session.

Why was this “Teach-In” created?

Feedback from recent NIRI member surveys indicate that IROs want to gain insights into the key domains in the practice of IR. In looking at our *Body of Knowledge*, the most sought-after topics are IR strategy and planning, brand and reputation management, and effective reporting and measurement. This session is all about harnessing the knowledge and experience of other IROs to create a dynamic and engaging session. We will cover a broad range of IR-related topics including launching a new brand, surviving and thriving after activism, measuring your IR program, building an IR program for a company moving into a new phase of life, M&A, IR and much more!

Who is the “Teach-In” for? Those newer to IR? Seasoned professionals?

All of the above. We designed this session to be a “teachable moment” whether you have been doing IR for many years or just a short time. By featuring IROs from different size market cap companies and industries, as well as harnessing experiences from those

who have lived in the trenches during different scenarios, it will be a power-packed two hours. We’re very focused on making sure that attendees come away learning something they either didn’t know or haven’t experienced. It will be like “network learning” for IROs – by sharing our individual experiences, the group will get smarter!

How will the session work and what can attendees hope to learn?

This will be a participatory session with

leadership and insights from top IROs led by a facilitator. We will have “fireside chats” with 4-5 IROs who will review their situations, how they planned their strategies for success, what worked, and lessons learned. We will share specific “takeaways” and “show and tell” examples of IR plans and strategies. Attendees will review how to formulate and execute IR plans relating to normal-course-of-business IR situations as well as transactions, executive transitions, crisis and activist situations, and more.

Who are the speakers?

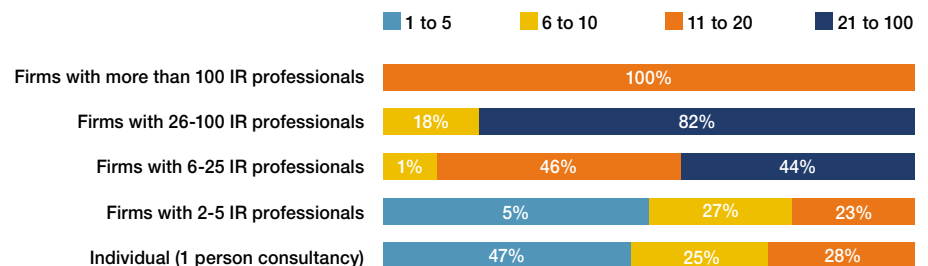
We are in the process of lining up our IRO “teachers.” We have confirmed Kevin Kalicak of Darden Restaurants, Julie Tracy of Wright Medical, Jennifer Beugelmans of Etsy, and Meredith Kaya of Ironwood Pharmaceuticals. Each of these individuals will tell their story as it relates to one or more of the key *Body of Knowledge* domain areas. As you can see it’s a diverse group with different backgrounds and sectors.

What is your pitch to someone to spend two hours on a Sunday at this session?

I promise if you give us two hours on Sunday, we will give you insights that you can take back and put to work to benefit you and your company!

IR Research At-A-Glance

NUMBER OF CLIENTS FOR IR COUNSELING FIRMS



Source: NIRI Counselor Compensation Study (2015).