

NIRI

ANNUAL CONFERENCE
JUNE 4-7 • ORLANDO, FL

2017

DEFY/SHATTER/SHAPE

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BREAKING THE MOLD

Case Studies

SUNDAY, JUNE 4, 2017

IRO Teach-In: IR Strategy and Planning

A dynamic and interactive two-hour session focused on formulating and executing IR plans and addressing key domains in the practice of IR, including strategy and planning, brand and reputation management, and effective reporting and measurement. Top senior investor relations officers from corporations in diverse industries and market capitalizations will help lead this workshop, which will cover normal IR situations as well as transactions, executive transitions, crisis and activist situations, and more.

Featuring: Jennifer Beugelmans, VP, IR and FP&A, Etsy; Kevin Kalicak, Senior Director, IR, Darden Restaurants, Inc.; Meredith Kaya, Director of IR, Ironwood Pharmaceuticals; Julie Tracy, IRC, SVP and Chief Communications Officer, Wright Medical, NIRI National Board Director, IR Awards 2017 Winner; Moderators: Deb Wasser, IRC, EVP, US Practice Lead, IR, Edelman Financial Communications; Lex Suvanto, Global Managing Director, Edelman Financial Communications; Jeff Zilka, EVP, GM, Edelman Financial

Communications; Ted McHugh, SVP, Edelman Financial Communications

MONDAY, JUNE 5, 2017

Actions from Insights: Perception Audit Case Study Sessions

You've talked to the Street. You've received third party feedback. Now what? Hear how some top IROs have effectively incorporated Street feedback into their IR programs and moved the needle on understanding and valuation.

Featuring: Laura Kiernan, SVP, IR, Ubiquiti Networks; Michael McCarthy, VP, IR, Mitel Corp; Joshua Young, VP, IR, Sensata Tech; Deb Wasser, IRC, EVP, US Practice Lead, IR, Edelman Financial Communications (Moderator)

The Tech Savvy IRO

With the increasing demands IRO practitioners face, it can be difficult to stay abreast of the latest trends. At the same time, technology is increasingly being used by both investors and corporates to gain an edge. This session will include short case studies from multiple IROs on how they are leveraging technology in new ways to improve performance,

leverage productivity and rethink how they run an IR program.

Featuring: Darin Arita, Head of IR, Voya; Conrad Grodd, Manager, IR, Pandora; Patrick Van de Wille, Chief Communications Officer, InterDigital; Lee Coker, Director, IR, The Coca-Cola Company (Moderator)

TUESDAY, JUNE 6, 2017

IRMatch.com: Advancing Your Career

How do you find the perfect match for your next IR career opportunity? If you want to switch industries, market caps or even go from consulting to corporate or vice versa, it can be a challenging quest. Hear from a panel of IROs who have made big career moves explain their approach to finding the perfect match and offer ideas on how you can put yourself in the best position to do the same.

Featuring: Jason Fredette, Senior Director, IR and Corporate Communications, Selecta Bio; Angie McCabe, VP, IR, Wellcare; Tabitha Zane, VP, IR, TopBuild; Carol Murray-Negron, President, Equanimity, Inc. (Moderator)

To register or for more information www.niri.org/conference