

**NIRI**  
ANNUAL CONFERENCE  
JUNE 4-7 • ORLANDO, FL  
**2017**

DEFY/**SHATTER**/SHAPE

NIRI ANNUAL CONFERENCE  
JUNE 4-7, 2017 | ORLANDO, FL

**BREAKING THE MOLD**

## Small Cap Sessions

### 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 Beugelmanns, VP, IR and FP&A, Etsy; Kevin Kalicak, Senior Director, IR; 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

#### **Finding Liquidity for Small- and Mid-Cap Companies**

For small and mid-cap companies, it has been particularly challenging to access capital following the global financial crisis. Their securities generally have less trading liquidity than large-cap companies. The smallest 4,721 securities account for just 22 percent of all trading volume, while the largest 500 securities represent 61 percent of trading volume. Regulators and industry participants are working together to focus on creating more liquid, transparent markets for smaller cap companies.

**Featuring:** Michael Blaugrund, Head of Equities, NYSE; Frank Hatheway, Chief Economist, Nasdaq; Adam Sussman, Head of Market Structure, Liquidnet (Moderator)

### TUESDAY, JUNE 6, 2017

#### **Small Cap IR Summit: New Ideas for Creating Interest & Value**

As IR practitioners for small-cap companies, you need to work harder, smarter and more creatively to get noticed by investors and analysts. This inaugural "Small Cap Summit" features four industry experts providing insight on achieving small-cap IR success. We've brought together experts from every side of small cap IR, including a buy-side small cap investor, an IRO from a small cap company, an IR advisor with 20 years of small-cap experience, and an executive from OTC Markets Group.

**Featuring:** David Calusdian, President, Sharon Merrill Associates; Leo Hinkley, Managing Director, IR, BBX Capital; Randy Renfrow, Partner, DePrince, Race & Zollo Investment Advisors; Jason Paltrowitz, EVP, Corporate Services, OTC Markets Group Inc (Moderator)

To register or for more information [www.niri.org/conference](http://www.niri.org/conference)