



NIRI National Conference IR Strategy and Planning: “IRO Teach-In”

Learn how to evolve your IR strategies and plans in various scenarios that regularly impact IROs.

Date: Sunday, June 4, 2017
Time: 1:00 pm to 3:00 pm ET
Palazzo D
JW Marriott Grand Lakes, Orlando FL



Edelman

Walmart



DARDEN



Ironwood



WRIGHT

Want to hone your IR Strategy and Planning Skills? Edelman Financial Communications has teamed up with four top IROs from diverse industries and market caps to create a dynamic and interactive session. You will review how to formulate and execute IR plans relating to normal course-business IR situations as well as transactions, executive transitions, crisis and activist situations and more.

We will share specific “take-aways” and “show and tell” examples of IR plans and strategies based on the experiences of these top IROs. Session will be relevant for all levels of IR practitioners.

Teach in will feature:

How IR strategy and execution evolves with corporate strategy transformation; best practices in shareholder governance engagement



Kary Brunner
Director of Investor Relations
Walmart
(NYSE: WMT, retail)
Market cap: \$240B



Kevin Kalicak
Senior Director, Investor Relations
Darden Restaurants, Inc.
(NYSE: DRI; restaurant operator)
\$9B market cap

Evolving IR strategies while moving into a new phase of development



Meredith Kaya
Director of Investor Relations
Ironwood Pharmaceuticals
(Nasdaq: IRWD; biotechnology)
\$2.3B market cap



Julie Tracy, IRC
SVP, Chief Communications Officer and award winning IRO and member of NIRI National Board
Wright Medical
(Nasdaq: WMGI; global medical devices)
\$2.5B market cap

M&A communications strategy and investor relations measurement techniques

Give us two hours on Sunday, and we'll give you insights that will last well past 2017