JUNE 10 – 13, 2018     |     LAS VEGAS, NV     |     #NIRI18

DISCOVER

The must-attend premier global IR event

- Corporate Governance & Regulatory
- Finance & Markets
- Marketing Outreach & Stakeholder Communications
- Professional Development
It’s critical for IR to adapt to market changes. Knowing when it’s about you – and when it’s not – is vital. Market Structure Analytics help you track passive investment and other behaviors driving your stock price. You’ll have the answers management wants when the stock moves unexpectedly. Help your Board better understand how your stock trades in a market where fundamentals are often subordinated to robots and computer models. Measuring market behaviors is an essential IR action leading to better decisions about how to spend your time and resources. You can continue to ignore the passive investment wave, but having no answer when the CEO asks is...awkward.

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With massive outflows of investment from active to passive strategies, are you practicing IR the way you always have?
Welcome to the NIRI 2018 Annual Conference, the must-attend premier global IR event!

The IR profession is rapidly changing. Capital markets are shifting, communications tools are evolving, and the demands for accountability, transparency, and disclosure from increasingly active investors are forcing us to consider new perspectives and strategies. IR professionals must not only know about these known issues but anticipate the “unknown unknowns” that lie ahead. We must be able to “see around the corner.”

With all that on your shoulders, you are in the right place. Welcome to the NIRI Annual Conference, the must-attend event for IR professionals. These two and one-half days are packed with the education, networking, and products and services discovery that enhance your knowledge of this changing environment and cement your reputation as a trusted advisor and counselor within your organization.

Your 2018 Annual Conference Committee and NIRI staff have worked hard for twelve months designing this conference with the goal of helping you add immediate value to your career, your company and your IR program.

They reimaged the conference to include new experiences that will engage and delight you. Look for fun, educational sessions like the IR Family Feud, and the IR Situation Room. Take control of your career at the Career Development Hub. Polish your skills at Live Media Training, or IR Sales Training. Get your professional portrait at the NIRI Headshot Lounge. And don’t miss the IR Services Showcase, the largest gathering of IR products and services providers that can amplify your IR program.

On behalf of the NIRI Annual Conference Committee and NIRI Board, we invite you to discover #NIRI18!

Victoria Sivrais, Chair, NIRI Annual Conference Committee
Lee M. Ahlstrom, IRC, Chair, NIRI Board of Directors
Gary A. LaBranche, FASAE, CAE, President and CEO, NIRI

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Please visit us at booth #323 during the NIRI Annual Conference in Las Vegas.
<table>
<thead>
<tr>
<th><strong>GENERAL SESSIONS</strong></th>
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<tbody>
<tr>
<td><strong>Adena Friedman, President &amp; CEO, Nasdaq</strong></td>
</tr>
<tr>
<td><strong>OPENING KEYNOTE: HOW TECHNOLOGY IS SHAPING THE CAPITAL MARKETS OF TOMORROW</strong></td>
</tr>
<tr>
<td><strong>Monday, June 11</strong></td>
</tr>
</tbody>
</table>

| **Brian Sullivan, Worldwide Exchange Anchor and Senior National Correspondent, CNBC** |
| **UNLOCKING THE POWER OF FINANCIAL MEDIA** |
| **Monday, June 11** |

| **Brian Beaulieu, CEO, ITR Economics** |
| **A BEND IN THE ROAD - THE GLOBAL ECONOMIC PERSPECTIVE** |
| **Wednesday, June 13** |

| **Stacey Cunningham, President, NYSE Group** |
| **BULLS, BEARS, UNICORNS, AND PROXY WARS: THE BATTLE FOR CLARITY AND COMMON SENSE IN TODAY’S CAPITAL MARKETS** |
| **Tuesday, June 12** |

| **Susan Carnicero, Founding Partner, Qverity** |
| **SPY THE LIE: TRADECRAFT FOR THE IR PROFESSIONAL** |
| **Wednesday, June 13** |

| **ACTIVISM IN THE BOARDROOM – THE INSIDE SCOOP** |
| **Brian Rivel, President, Rivel Research Group** |
| **Joele Frank, Managing Partner, Joele Frank, Wilkinson Brimmer Katcher** |
| **G. Mason Morfit, President and CIO, ValueAct** |
| **Chansoo Joung, Director, Apache Corporation** |
| **Maura J. Clark, Director, Agrium, Nutrien, and Fortis** |
| **Tuesday, June 12** |

| **ESG GOES MAINSTREAM** |
| **Elizabeth Saunders, Partner, Clermont Partners** |
| **Katherine Collins, Head of Sustainable Investing, Putnam** |
| **Jonathan Bailey, Head of ESG, Neuberger Berman** |
| **Daniel Nielsen, Head of ESG and Responsible Investing, Great Lakes Advisors** |
| **Tuesday, June 12** |

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CONTINUOUS INFORMATION

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CONCURRENT SESSIONS

CORPORATE GOVERNANCE & REGULATORY
- Using the Proxy as a Communications Tool: Getting to the FINISH LINE with Better Outcomes
- The Changing Nature of Activism
- The ABCs of ESG
- MiFID II and its Impact on Your Investor Relations Program
- What the Board Wants to Know vs. Needs to Know?
- What’s Next in Washington? A Discussion of Key Regulatory Issues for IR Professionals

FINANCE & MARKETS
- The Evolution of Investing: Staying Active in an Increasingly Passive Investing World
- Blockchain & Cryptocurrency 101
- Raising Coin: Cryptocurrency as an Alternative to Traditional Capital
- A Buy-Sider’s View of Valuing Companies
- Earnings Guidance: Value-Creating or Value-Destructive?

MARKETING OUTREACH & STAKEHOLDER COMMUNICATIONS
- Pitch Your Stock Like a Sell-Side Analyst
- IR Teams in Crisis – How to Build and Maintain Stakeholder Trust
- From Complexity to Clarity – Integrated Messaging Development
- Creating Investor Intimacy: Compelling Site Visits, Trade Shows, Factory Tours & Conferences
- In the Transaction Trenches
- The ‘Right’ Approach to Investor Targeting

PROFESSIONAL & CAREER DEVELOPMENT
- The IR Family Feud
- IR Practitioner Situation Room
- Defining Best in Class IR
- Double Dipping - Combination Jobs for IR Professionals
- Wall Streeters are the New Wave of IROs – What Can We Learn?
- Demystifying the IRC Credential

SUNDAY SESSIONS
- New to NIRI Conference Orientation Session
- IR Strategy and Planning: IRO “Teach In”
- Global IR Summit
- What to do When the Barbarians are at the Gate – A Shareholder Activism Bootcamp

PRE-CONFERENCE SEMINARS (separate registration)
- Understanding Earnings
- Think Like an Analyst
- Best in Class Investor Presentations and Investor Days

See the NIRI Conference event app for updates and details.
AlphaSense, the new “Google” for investor relations, helps IROs save hours of research time and answer C-suite questions in minutes vs. hours.

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  Find answers, provide insights

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AlphaSense automates my entire transcript analysis process prior to earnings. I used to spend 10 hours on what now takes 10 minutes.
– Director of IR, Seattle
## AGENDA-AT-A-GLANCE*

* Subject to change

**SATURDAY, JUNE 9, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM - 5:00 PM</td>
<td>Pre-Conference Seminar: Understanding Earnings ( Separate registration)</td>
</tr>
<tr>
<td>6:30 PM - 9:00 PM</td>
<td>NIRI Volunteer Appreciation Dinner (By invitation only)</td>
</tr>
</tbody>
</table>

**SUNDAY, JUNE 10, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM - 1:00 PM</td>
<td>NIRI Golf Classic (Separate registration) Bear’s Best Golf Club</td>
</tr>
<tr>
<td>8:30 AM - 12:30 PM</td>
<td>Best In Class Investor Presentations and Investor Days ( Separate registration)</td>
</tr>
<tr>
<td>8:30 AM - 1:30 PM</td>
<td>Think Like an Analyst (Separate registration)</td>
</tr>
<tr>
<td>1:00 PM - 3:00 PM</td>
<td>IR Strategy and Planning: IRO “Teach In”</td>
</tr>
<tr>
<td>1:00 PM - 3:00 PM</td>
<td>Shareholder Activism Bootcamp</td>
</tr>
<tr>
<td>3:00 PM - 5:00 PM</td>
<td>Global IR Summit</td>
</tr>
<tr>
<td>5:00 PM - 6:00 PM</td>
<td>IRC Reception (By invitation only)</td>
</tr>
<tr>
<td>6:00 PM - 7:30 PM</td>
<td>IR Showcase Opening and Welcome Reception</td>
</tr>
</tbody>
</table>

**MONDAY, JUNE 11, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 AM - 7:30 AM</td>
<td>Yoga</td>
</tr>
<tr>
<td>7:00 AM - 6:00 PM</td>
<td>IR Showcase Open</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Breakfast in the IR Showcase</td>
</tr>
<tr>
<td>8:30 AM - 11:20 AM</td>
<td>General Sessions</td>
</tr>
<tr>
<td>11:20 AM - 1:20 PM</td>
<td>Lunch in the IR Showcase</td>
</tr>
<tr>
<td>12:00 - 1:00 PM</td>
<td>Senior Roundtable Luncheon (Senior Roundtable members only)</td>
</tr>
</tbody>
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**TUESDAY, JUNE 12, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 AM - 7:30 AM</td>
<td>Fitness Bootcamp</td>
</tr>
<tr>
<td>7:00 AM - 6:00 PM</td>
<td>IR Showcase Open</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Breakfast in the IR Showcase</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>NIRI NextGen Breakfast (IR professionals with less than 5 years experience)</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Senior Roundtable Breakfast (By invitation only)</td>
</tr>
<tr>
<td>8:30 AM - 10:30 AM</td>
<td>General Sessions</td>
</tr>
<tr>
<td>10:30 AM - 11:00 AM</td>
<td>Break in the IR Showcase</td>
</tr>
<tr>
<td>11:00 AM - 12:00 PM</td>
<td>Industry Breakouts and Networking</td>
</tr>
<tr>
<td>12:15 PM - 1:15 PM</td>
<td>Lunch &amp; Learn - Thought Leader Sessions</td>
</tr>
<tr>
<td>1:30 PM - 4:00 PM</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>2:30 PM - 3:00 PM</td>
<td>Break in the IR Showcase</td>
</tr>
<tr>
<td>4:10 PM - 5:10 PM</td>
<td>General Session</td>
</tr>
<tr>
<td>5:30 PM - 6:30 PM</td>
<td>Closing Reception in the IR Showcase</td>
</tr>
</tbody>
</table>

**WEDNESDAY, JUNE 13, 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:30 AM - 9:30 AM</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>9:50 AM - 12:00 PM</td>
<td>General Sessions</td>
</tr>
</tbody>
</table>

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S&P Global Market Intelligence BOOTH 305
The IR App BOOTH 424
Vinson & Elkins
Virtua Research BOOTH 523
West Corporation BOOTH 517
WPNT Communications
LIVE MEDIA TRAINING BOOTH

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In addition to dozens of educational sessions, explore the new experiences that will help you connect with your peers, discover solutions, and learn in new ways, including Live Media Training, IR Sales Training, Industry Breakouts, evening receptions, and those below.

**NEW NIRI MEMBER DIRECTORY**

NIRI’s new integrated online portal offers a much more powerful NIRI member directory. Available exclusively to NIRI members, this new mobile-friendly tool provides a richer online member profile including headshot photos, social media handles, and the ability to search for members by areas of IR expertise and more. Login at [www.niri.org](http://www.niri.org) and update your profile now.

**SILENT AUCTION**

100% of the net proceeds from the NIRI silent auction at #NIRI18 will benefit the Route91Strong Foundation, a non-profit organization that supports survivors of the Las Vegas Route 91 shootings and other violent incidents. There are an exciting array of items to bid on available in the foyer adjacent to Lafite Ballroom.

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