



Fundamentals of Investor Relations and Service Provider Showcase

September 16-17, 2019
Westin Times Square
New York, NY



AGENDA

All sessions are in the Gershwin Ballroom unless otherwise indicated

This seminar has been designed to correspond with the 10 core competency domains of the Investor Relations Charter (IRC®) Competency Framework. Completion of the seminar is eligible for up to 8 professional development units (PDUs).

Download the **NIRI Events App** for additional event details, including speaker bios, session presentations, and more. Log in with your email address and use the password *myniriapp*.

MONDAY, SEPTEMBER 16

8:00 am – 8:30 am **Breakfast and Registration**

Check in and begin exploring the Service Provider Showcase.

8:30 am – 8:45 am **Welcome and Orientation**

An introduction to the seminar and to the world of investor relations.

MATT BRUSCH, CAE
Chief Programs Officer
National Investor Relations Institute

LEARNING TAKEAWAYS

- Introductions
- Review of program agenda
 - Day 1: The Context for IR – key concepts for understanding
 - Day 2: A Year in the Life of an IR Practitioner – practice areas and skills for success
- Orientation to the Service Provider Showcase

8:45 am – 9:30 am **The Big Picture: Investor Relations Today**

An overview of the investor relations function and core competencies.

CAROL MURRAY-NEGRON
President
Equanimity, Inc.

LEARNING TAKEAWAYS

- Key knowledge areas and stakeholders – The IR Competency Framework
- Cross-functional collaboration – IR as a “team sport”
- Investor relations in the evolving capital markets

9:30 am – 10:45 am **Companies, Funding & the Capital Markets: Part 1**

 IR Competency Framework Domain 8

Understand how companies access the capital markets and what it means to be a listed company.

MIRANDA LANE
Managing Director
FinanceTalking, Ltd.

LEARNING TAKEAWAYS

- How companies are funded from start-up to maturity
- Characteristics of equity and debt
- Providers of capital and what they want

10:45 am – 11:15 am **Break**

Enjoy refreshments and networking in the Service Provider Showcase.

11:15 am – 12:30 pm **Companies, Funding & the Capital Markets: Part 2**

 IR Competency Framework Domain 8

Learn the basics of how the capital markets work and the role of key participants.

MIRANDA LANE
Managing Director
FinanceTalking, Ltd.

LEARNING TAKEAWAYS

- The role of investment banks
- Indices and jargon
- Key audiences for IR and their characteristics
- The role of IR in the capital markets

12:30 pm – 1:30 pm **Networking Lunch** *Plymouth Ballroom, 9th Floor*

Get to know your IR peers through informal discussions over lunch.

1:30 pm – 3:00 pm **Disclosures and Regulatory Compliance**

  IR Competency Framework Domains 5 & 9

Legal experts review disclosure concepts, filings, regulations and enforcement.

ARTHUR H. KOHN
Partner
Cleary Gottlieb Steen & Hamilton LLP

PAMELA L. MARCOGLIESE
Partner
Cleary Gottlieb Steen & Hamilton LLP

LEARNING TAKEAWAYS

- Disclosure concepts – required and voluntary disclosure
- Overview of regulatory filings
- Key rules and regulations
- Enforcement and oversight – the SEC and Self-Regulating Organizations

3:00 pm – 3:30 pm

Break

Discover the many IR solutions available in the Service Provider Showcase.

3:30 pm – 4:50 pm

Small Group Breakout Session: The “IR Situation Room”

A carefully structured, collaborative session that gives attendees an opportunity to work together to solve each other’s real-life IR challenges in a consultation-style setting.

LEARNING TAKEAWAYS

- Gain real suggestions from IR peers on a particular challenge you are facing
- Hear challenges that other IR professionals are experiencing and benefit from the collective discussions that result
- Share your own experience and advice with others and foster new relationships with your IR peers

4:50 pm – 5:00 pm

Summary and Day Review

Review key takeaways from the day.

MATT BRUSCH, CAE
Chief Programs Officer
National Investor Relations Institute

5:00 pm – 6:00 pm

Networking Reception

Get to know your fellow attendees over drinks.

8:30 am – 9:00 am **Breakfast**

Start your day with breakfast in the Service Provider Showcase.

9:00 am – 9:10 am **Review and Day 2 Orientation**

Review previous day's key concepts and begin to move from theory into practice.

KELLY HERNANDEZ, IRC (DAY MODERATOR)
Senior Vice President of Investor Relations
Leidos

9:10 am – 10:30 am **The Investor Relations Calendar**



IR Competency Framework Domains 1, 2, 3, 4, 5, 7, 10

Understand the basic components of a year in the life of an investor relations practitioner: the quarterly cycle, driven by earnings reporting, and the annual meeting.

KELLY HERNANDEZ, IRC
Senior Vice President of Investor Relations
Leidos

LEARNING TAKEAWAYS

- The Quarterly Cycle
 - Key components of earnings season: press release, earnings call script, timelines, quiet period, associated vendors and internal committees, regulatory filings
 - Outreach and roadshows: how to plan, who is involved, who do you work with throughout
- The Annual Meeting: plan the annual meeting, assist with proxy preparation, work with other teams, prepare annual report, regulatory filings
- Tools and resources to help you succeed

10:30 am – 11:00 am **Break**

Service Provider Showcase.

11:00 am – 12:00 pm **Investor Targeting and Outreach**



IR Competency Framework Domain 4

Understand how best to reach and work with two key constituencies: the Sell-Side and the Buy-Side.

ALEXANDRA DEIGNAN
Director, Head of Investor Relations
Lazard, Ltd

LEARNING TAKEAWAYS

- Targeting markets and audiences
- Relationship building – understanding the sell-side and buy-side
- Information and techniques that can help you to enhance the effectiveness of communications to these important audiences
- Tools and resources

12:00 pm – 1:15 pm **Networking Lunch** *Plymouth Ballroom, 9th Floor*

Get to know your peers through informal table discussions and continue to explore IR products and services in the Service Provider Showcase.

1:15 pm – 2:15 pm **Corporate Messaging Development**



IR Competency Framework Domain 3

Learn to create the right messages for your objectives.

JOSEPH HASSETT
Senior Vice President, Investor Relations
Gregory FCA

LEARNING TAKEAWAYS

- Establishing a process for and developing effective messaging
- Creating powerful communications tools
- Tools and resources

2:15 pm – 2:45 pm **Break**

The last opportunity to explore the products and services in the Showcase.

2:45 pm – 3:45 pm **The ABCs of ESG for Investor Relations**



IR Competency Framework Domains 1 & 10

Understand the current ESG (environmental, social, governance) landscape, learn the role IR plays in the ESG ecosystem, how to influence ratings, and what other companies are doing in this regard.

KELLY HERNANDEZ, IRC (MODERATOR)
Senior Vice President of Investor Relations
Leidos

MATTHEW GARDNER
Managing Partner
Sustainserv

DINAH KOEHLER

*Executive Director, Sustainable Equities
UBS Global Asset Management*

LEARNING TAKEAWAYS

- The current state of corporate ESG reporting
- ESG community key players
- Understanding and influencing ESG ratings

3:45 pm – 4:45 pm

Soft Skills for Success – Practical Tools to Increase Your Impact



IR Competency Framework Domains 1 & 7

Explore tricky yet common situations that can be encountered as an IR professional and learn practical tools to artfully manage the situations to positively impact corporate strategy, management credibility, and ultimately the company's valuation.

KELLY HERNANDEZ, IRC

*Senior Vice President of Investor Relations
Leidos*

LEARNING TAKEAWAYS

- Foundational skills and traits for success
- Areas where IR can have the most impact and influence

4:45 pm – 5:00 pm

Summary and Seminar Wrap-Up

Review what you have learned over the course of the two days and how you can continue your learning.

KELLY HERNANDEZ, IRC (DAY MODERATOR)

*Senior Vice President of Investor Relations
Leidos*