



AGENDA

(as of 1.7.2019; subject to change)

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).

MONDAY, JANUARY 14

8:30 am – 9:00 am **Breakfast and Registration**

Check in and begin exploring the Service Provider Showcase.

9:00 am - 9:30 am **Welcome and Orientation to Investor Relations**

An introduction to the seminar and to the world of investor relations with an overview of the investor relations function and the IR Competency Framework

MATT BRUSCH, CAE
*Chief Programs Officer
National Investor Relations Institute*

LEARNING TAKEAWAYS

- Introductions
- IR Competency Framework & major job responsibilities - the basic components of a year in the life of an investor relations practitioner
- 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
- Introduction of Service Provider Showcase

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.

DAVID YATES
*Partner
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.

DAVID YATES

*Partner
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

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

A legal expert reviews disclosure concepts, filings, regulations and enforcement.

STEPHEN COOKE

*Partner, Corporate Department
Paul Hastings 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 – 5:00 pm **Small Group Breakout Session**

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 facing and benefit from the collective discussions that result
- Share your own experience and advice with others and foster new relationships with your IR peers

5:00 pm – 5:15 pm **Summary and Day Review**

Review key takeaways from the day.

MATT BRUSCH, CAE
*Chief Programs Officer
National Investor Relations Institute*

5:30 pm – 7:00 pm **Reception with NIRI San Diego and NIRI Orange County Chapters**

Get to know your fellow attendees over drinks and meet other IR practitioners from the local San Diego and Orange County chapters.



8:30 am – 9:00 am **Breakfast**

Start your day with breakfast in the Service Provider Showcase.

9:00 am – 9:15 am **Review and Day 2 Orientation**

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

MICKEY FOSTER – DAY MODERATOR

Vice President, Investor Relations

FedEx Corporation

9:15 am – 10:45 am **Developing an IR Plan and Calendar**



IR Competency Framework Domain 2

Guidelines on all aspects of an IR plan – from creation through execution and effectiveness assessment.

MITCHELL HAWS, IRC

Vice President, Investor Relations

Skyworks Solutions, Inc.

LEARNING TAKEAWAYS

- Develop a targeting program including events, scheduling and budgeting
- Measuring your IR program and evaluating success
- Tools and resources

10:45 am – 11:15 am **Break**

Service Provider Showcase

11:15 am – 12:30 pm **Corporate Messaging Development**



IR Competency Framework Domain 3

Learn to create the right messages for your objectives.

JASON SPARK

Managing Director

Canale Communications Inc.

LEARNING TAKEAWAYS

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

12:30 pm – 1:30 pm **Networking Lunch**

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

1:30 pm – 2:45 pm

Strategic Counsel & Collaboration



IR Competency Framework Domains 7 & 10

Understand how to become a trusted advisor to your company's management and the board and how to collaborate with other internal stakeholders.

WENDY KELLEY

*Director, Investor Relations and Corporate Communications
WD-40 Company*

LEARNING TAKEAWAYS

- Becoming a trusted advisor
- Providing strategic counsel to the board & C-suite
- Collaborating with various stakeholders

2:45 pm – 3:15 pm

Break

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

3:15 pm – 4:30 pm

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.

MAILI BERGMAN

*Senior Vice President, Investor Relations
Live Nation Entertainment*

MICKEY FOSTER

*Vice President, Investor Relations
FedEx Corporation*

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

4:30 pm – 5:00 pm

Summary and Seminar Wrap-Up

Review what you have learned over the course of the two days.

MICKEY FOSTER

*Vice President, Investor Relations
FedEx Corporation*