

Investor Relations for Financial Executives

September 26, 2019
Hyatt Regency Capitol Hill
Washington, D.C.

AGENDA

(as of 8.16.2019; subject to change)

Completion of the seminar is eligible for up to 3 professional development units (PDUs) and recommended for 6 CPE credits. CPAs should check with their state board to confirm eligibility.

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

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

Matt Bruschi, CAE
Chief Programs Officer
National Investor Relations Institute

LEARNING TAKEAWAYS

- Introductions
- Understand program agenda

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

A broad overview of the investor relations functions and core competencies.

David Dragics
Senior Vice President, Investor Relations (*Retired*)
CACI Inc.

LEARNING TAKEAWAYS

- Understand the investor relations annual cycle
- Key knowledge areas and stakeholders
- Summary of IR Competency Framework

9:30-10:45 am **IR Communications and Regulatory Compliance**

A grounding in the fundamental communications regulations governing IR, and the nexus of Regulation FD in structured and unstructured disclosure.

Brian V. Breheny
Partner
Skadden, Arps, Slate, Meagher & Flom LLP

LEARNING TAKEAWAYS

- Key rules and regulations primer
- Understanding required and voluntary disclosure
- SEC enforcement and oversight
- Update on current SEC topics

10:45-11:00 am

Break

11:00am-12:15pm

Environmental, Social and Governance (ESG) Investing and Ratings

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

Amanda Cimaglia

Managing Director, ESG
Solebury Trout

LEARNING TAKEAWAYS

- Identifying ESG community key players
- Understanding current state of corporate ESG reporting
- Influencing the raters; understanding how these ratings may affect institutional proxy voting

12:15-1:15 pm

Networking Lunch

1:15-2:15 pm

Investor Messaging – Best Practices

An introduction to investor messaging (as distinct from other types of corporate messaging), specifically around key IR lifecycle events including earnings, investor presentations, etc.

Victoria Sivrais

Founding Partner
Clermont Partners

LEARNING TAKEAWAYS

- Establishing a process for and developing effective messaging
- Gathering and utilizing feedback in improving investor messaging
- Creating powerful communications tools for IR-lifecycle events
- How/if/best practices in use of social media around key news events or earnings

2:15-3:15 pm

Shareholder Activism – Defense and Offense

Move quickly beyond a simple understanding of what happens in an activist campaign to developing a strategy for keeping activists at bay and mitigating their impact.

Keith E. Gottfried

Partner & Global Head of Shareholder Activism Defense
Morgan, Lewis & Bockius LLP

LEARNING TAKEAWAYS

- Annual meeting activities primer
- Roles of key corporate governance players
- Elements of an effective activist strategy
- Prevention and early stage remediation of emerging activist situations
- Leveraging relevant service providers

3:15-3:20 pm

Wrap-Up and Concluding Remarks