



NIRI Fundamentals of Investor Relations Seminar and Service Provider Showcase

**Westin Waterfront Hotel
Boston, MA
September 11 - 13, 2017
www.niri.org/fundamentals**

AGENDA (as of 8/10/17)

All sessions will be in The Marina Ballroom

MONDAY, SEPTEMBER 11

7:45 am – 5:00 pm

Registration

7:45 am – 8:15 am

Breakfast

Service Provider Showcase

8:15 am – 8:30 am

Welcome and Orientation

Get introduced to the world of IR!

Matt Brusch, CAE, Chief Programs Officer
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Review of program agenda
- Housekeeping

8:30 am – 9:30 am

The Big Picture: Investor Relations Today

Gain an overview of the investor relations function.

Sam Levenson, Chief Executive Officer – NIRI Fellow
Arbor Advisory Group
Westport, CT

LEARNING TAKEAWAYS

- Evolution of the role of investor relations
- IR Competency Framework / major job responsibilities
- Investor relations career – what makes a standout IRO?

9:30 am – 10:00 am

Break

Service Provider Showcase

10:00 am – 11:45 am

IR Strategy Formulation

IR Competency Framework Domain 1

A primer on developing an IR strategy to achieve fair valuation.

Kelly Hernandez, IRC, Senior Vice President of Investor Relations
Leidos
Reston, VA

LEARNING TAKEAWAYS

- A framework for building an IR strategic plan
- Role of IR competencies in supporting the plan and IRO success

11:45 am – 12:00 pm **Exploring Resources and Partners**

Meet the Service Providers and discover resources to make your job easier and lead you to success.

12:00 pm – 1:00 pm **Networking Lunch**

Get to know your peers through interactive table discussions.

1:00 pm – 2:00 pm **IR Planning, Implementation and Measurement**

IR Competency Framework Domain 2

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

Robert Bradley, IRC, Vice President of Investor Relations
LogMeIn, Inc.
Boston, MA

LEARNING TAKEAWAYS

- IR planning and policy formulation
- IR reporting processes
- Crisis planning and implementation
- Third-party IR vendor management
- Measuring IR performance

2:00 pm – 3:15 pm **Corporate Messaging Development**

IR Competency Framework Domain 3

Learn to create the right messages for your objectives, and work with the media.

Kelly Hernandez, IRC, Senior Vice President of Investor Relations
Leidos
Reston, VA

Ross Levanto, Senior Vice President
Highwire PR
Boston, MA

LEARNING TAKEAWAYS

- Establishing a process for, and developing effective messaging
- Working with the media
- Media training
- Creating powerful communications tools

3:15 pm – 3:45 pm

Break

Service Provider Showcase

3:45 pm – 5:15 pm

Corporate Regulatory Compliance

IR Competency Framework Domain 9

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

Howard Berkenblit, Partner
Sullivan & Worcester
Boston, MA

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

5:15 pm – 5:30 pm

Summary and Day Wrap-up

Matt Brusch, CAE, Chief Programs Officer
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Key takeaways from the day

5:30 pm – 6:30 pm

Reception hosted by Computershare | Georgeson



6:30 pm – 8:00 pm

Dinner with NIRI Boston – *Requires Additional Registration and Fee*

NIRI Boston Chapter Event – to register: <http://niriboston.org/events/>



7:45 am – 8:15 am

Breakfast

Service Provider Showcase

8:15 am – 8:30 am

Welcome

Matt Brusch, CAE, Chief Programs Officer
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Overview of day's sessions

8:30 am – 10:00 am

Marketing and Outreach

IR Competency Framework Domain 4

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

Amy Junker, Head of Global Corporate Access/Associate Director of Research
Robert W. Baird & Co.
Milwaukee, WI

Doug Wilburne, CFA – NIRI Fellow
Hummelstown, PA

LEARNING TAKEAWAYS

- Targeting markets and audiences
- Practice – how to develop a targeting program including events, scheduling and budgeting
- Execution – putting your plan into action and measuring success
- Resources and tools
- Relationship building – understanding the Sell-Side and Buy-Side
- What information and techniques can help you to enhance the effectiveness of communications to these important audiences?

10:00 am – 10:30 am

Break

Service Provider Showcase

10:30 am – 11:00 am

NIRI's Resources

NIRI leadership explains NIRI's initiatives benefitting IR professionals and the broader IR profession.

Gary A. LaBranche, FASAE, CAE, President and Chief Executive Officer
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Overview of NIRI benefits including information, networking, education and advocacy.

11:00 am – 12:15 pm **Corporate Financial Reporting and Analysis**

IR Competency Framework Domain 5

Learn the IR role in financial reporting, and how Wall Street views your company's financial statements.

Gerry Gould, Vice President - Investor Relations
Haemonetics Corp.
Braintree, MA

LEARNING TAKEAWAYS

- The quarterly earnings reporting cycle
- Regulatory compliance
- Corporate Disclosure Committees
- Guidance, models and forecasting
- Financial metrics
- Basic stock valuation concepts

12:15 pm – 1:15 pm **Networking Lunch**

Service Provider Showcase

1:15 pm – 3:15 pm **Capital Markets & Capital Structure – Part I**

IR Competency Framework Domain 8

Demystify the capital markets, and understand what drives trading in your stock.

Tim Quast, President and Founder
ModernIR
Denver, CO

John Longobardi, Listings
IEX Group
New York, NY

LEARNING TAKEAWAYS

- Market mechanics: How the stock market works
- Understanding investing behaviors
- The role of intermediaries
- Regulations
- Impact on IR

3:15 pm – 3:45 pm **Break**

Service Provider Showcase (final opportunity to visit the Service Providers)

3:45 pm – 4:45 pm **Capital Markets & Capital Structure – Part II**

IR Competency Framework Domain 8

Understand corporate capital structure, and the IR role in helping ensure access to capital markets.

Doug Wilburne, CFA – NIRI Fellow
Hummelstown, PA

LEARNING TAKEAWAYS

- Key internal and external IR relationships
- Materials and documents supporting capital raising activities
- IR role in decision-making process involving use of capital
- Successfully communicating corporate capital structure

4:45 pm – 5:00 pm

Summary and Day Wrap-up

Matt Brusch, CAE, Chief Programs Officer
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Key takeaways from the day

6:00 pm – 8:00 pm

Optional Group Networking Dinner (Offsite Location)

- Continue your conversations and networking informally after the seminar
Note: Attendees pay for their own dinner

7:45 am – 8:15 am **Breakfast**

8:15 am – 8:30 am **Welcome**

Matt Bruschi, CAE, Chief Programs Officer
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Overview of day's sessions

8:30 am – 10:00 am **Business Insight / Strategic Counsel and Collaboration**

IR Competency Framework Domains 6 and 7

Best practices in sourcing relevant information, and how to use it to provide strategic counsel across the organization including the C-suite and Boardroom.

Jason Fredette, IRC, Head of Investor Relations & Corporate Communications
Selecta Biosciences
Watertown, MA

Tony Takazawa, Vice President, Investor Relations and Corporate Communications
Acushnet Holdings
Fairhaven, MA

LEARNING TAKEAWAYS

- Identify and monitor relevant industry and economic trends
- Anticipate potential business model impacts
- Conduct competitive analysis
- Act as strategic advisor to core decision makers
- Build trusted cross-functional corporate relationships

10:00 am – 10:15 am **Break**

10:15 am – 11:30 am **Corporate Governance**

IR Competency Framework Domain 10

Add value to your company's shareholder engagement efforts on corporate governance issues.

Maureen Wolff, Chief Executive Officer – NIRI Fellow
Sharon Merrill Associates, Inc.
Boston, MA

LEARNING TAKEAWAYS

- Understand internal and external key players in corporate governance
- Identify high-profile governance issues (executive compensation, proxy access, etc.)
- Analyze corporate governance risk vis. proxy voting trends

- IR-Board communications – provide conduit from Street to Board on governance matters
- Prepare for investor requests for Board engagement

11:30 am – 12:00 pm **Summary and Seminar Wrap-up**

Matt Brusch, CAE, Chief Programs Officer
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Review lessons learned and key tools acquired

12:00 pm – 1:00 pm **Lunch & Learn with the Pro's**
Enjoy table discussions with NIRI Senior Roundtable members.



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and Service Provider Showcase – Boston, MA***