



NIRI Fundamentals of Investor Relations Seminar and Service Provider Showcase

**Westin Waterfront Hotel
Boston, MA
September 18 - 21, 2016
www.niri.org/fundamentals**

Wireless Internet Access: Connect to WestinBostonMeeting and use Code: NIRI16
Access to Session Presentations: www.niri.org/SE091816

AGENDA (as of 9/15/16)

SUNDAY, SEPTEMBER 18

6:00 pm – 7:00 pm **Welcome Reception, Registration and Service Provider Showcase** (Grand B)
Network with your peers!

OBJECTIVES

- Get acquainted
- Pick up your seminar notebook for preview
- Preview the Service Provider Showcase
- Learn more about NIRI's *Body of Knowledge*, a comprehensive guide covering ten essential domain areas related to the practice of investor relations

MONDAY, SEPTEMBER 19

7:45 am – 5:00 pm **Registration** (Grand Ballroom Foyer)

7:45 am – 8:15 am **Breakfast** (Grand B)
Service Provider Showcase

8:15 am – 8:30 am **Welcome and Orientation** (Grand A)

Get introduced to the world of IR!

Day Moderator

Maureen Wolff, President & Partner - NIRI Fellow
Sharon Merrill Associates, Inc.
Boston, MA

LEARNING TAKEAWAYS

- Review of program agenda
- Overview of IR practice terrain
- Highlights of NIRI taxonomy

8:30 am – 9:45 am

The Big Picture: Investor Relations Today (Grand A)

*Body of Knowledge Domains: IR Strategy Formulation;
Strategic Counsel and Collaboration*

Gain a comprehensive overview of the investor relations function from senior-level IROs

Carol Murray-Negron, Consultant/Executive Coach - NIRI Fellow
Equanimity, Inc.
Middletown, NJ

Deborah Hancock, Vice President, Investor Relations
Hasbro, Inc.
Pawtucket, RI

LEARNING TAKEAWAYS

- Day in the life of an IRO and major job responsibilities
- Evolution of the role of investor relations
- Investor relations career – what makes a standout IRO?
- Relationship management and collaboration with other departments

9:45 am – 10:15 am

Break (Grand B)

Service Provider Showcase

10:15 am – 11:45 am

Understanding Equity Markets (Grand A)

Body of Knowledge Domain: Capital Markets & Capital Structure

How the market affects your stock price, including market mechanics and key market indicators

Jeffrey LaRocque, Director, Market Intelligence Desk
Nasdaq
New York, NY

Michael Fitzgerald, Director, Global Corporate Client Group
Nasdaq
Boston, MA

LEARNING TAKEAWAYS

- Market mechanics: How stocks are traded – Then and now
 - Market center – exchanges, market makers and ECNs
 - Auction markets and the role of the specialist
 - Dealer markets and the role of the market maker
 - Dark pools
 - High frequency trades
- Traders and how they affect IR
 - Various trading methodologies
 - How traders affect the role of IR
- Understanding key market indicators for your company's stock
 - Technical versus fundamental analysis
- How prices are determined
- Debt market

11:45 am – 12:00 pm **Exploring Resources and Partners** (*Grand A*)

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

Jenny Kobin, Partner - NIRI Fellow
IR Advisory Solutions
Jacksonville, FL

12:00 pm – 1:00 pm **Lunch Roundtable Discussions** (*Grand B*)

Service Provider Showcase
Get to know your peers through interactive table discussions on the morning's topics

1:00 pm – 1:45 pm **Panel Discussion: Understanding the Work of Analysts** (*Grand A*)

Body of Knowledge Domain: Capital Markets & Capital Structure

The Sell-Side

Discover the function of the Sell-Side and how to effectively communicate with them

Amy Junker, Managing Director & Associate Director of Research
Baird
Milwaukee, WI

LEARNING TAKEAWAYS

- Definition and function of the institutional marketplace
- Relationship to the buy-side
- How do sell-side analysts make coverage and rating decisions?
- How do analysts view the investor relations role?
- What information and techniques can help you to enhance the effectiveness of communications to the sell-side?

The Buy-Side

Learn the definition of the Buy-Side, how they make investment decisions, and how to work with them

Todd Grady, Principal, Senior Global Research Analyst
Aristotle Capital Boston LLC
Boston, MA

LEARNING TAKEAWAYS

- Relationship to the sell-side
- Learn how the buy-side makes investment decisions
- How do portfolio managers view the investor relations role?
- What information and techniques can help you to enhance the effectiveness of communications to the buy-side?

1:45 pm – 2:30 pm **Financial Analysis and the IRO** (Grand A)

Body of Knowledge Domain: Financial Reporting & Analysis

Learn how Wall Street views your company's financial statements, and the value of trend analysis

David Dragics, Senior Vice President, Investor Relations
CACI International, Inc.
Arlington, VA

LEARNING TAKEAWAYS

- How Wall Street uses financial analysis in determining investment valuation
- How analysts link key financial statements with your company's message
- The value of trend analysis to the IRO

2:30 pm – 3:00 pm **Break** (Grand B)

Service Provider Showcase

3:00 pm – 4:00 pm **Corporate Disclosure: Issues and Best Practices** (Grand A)

Body of Knowledge Domain: Regulatory Compliance

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

Howard Berkenblit, Partner
Sullivan & Worcester LLP
Boston, MA

LEARNING TAKEAWAYS

- Disclosure concepts – duties to disclose, materiality
- Overview of filings
- Rules and regulations – Regulation Fair Disclosure (FD), Regulation G
- Enforcement and oversight – the SEC and Self Regulating Organizations
- Professional liability and D&O insurance

4:00 pm – 5:00 pm **Corporate Disclosure – Part 2** (Grand A)

Body of Knowledge Domain: Regulatory Compliance

Learn the key points of proper external communications for investor relations

Maureen Wolff, President & Partner - NIRI Fellow
Sharon Merrill Associates, Inc.
Boston, MA

Erica Smith, Vice President, Investor Relations
CyberArk
Newton, MA

LEARNING TAKEAWAYS

- Guidance – communicating forward-looking information
- Disclosure policies and best practices
- Company social media policy
- Communicating with analysts and investors
- Press/earnings release, annual report, conference call scripts
- The future of disclosure – social media and other tools

5:00 pm – 5:15 pm **Summary and Day Wrap-up** (*Grand A*)

LEARNING TAKEAWAYS

- Key learnings from the day
- Highlights in preparation for Tuesday's case study

5:30 pm – 6:30 pm **Reception hosted by Computershare | Georgeson** (*Grand B*)



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/>



HOMework ASSIGNMENT

Read Case Study #1 in the program book for tomorrow afternoon's group activity

**** Reminder: Please complete the online seminar evaluation! ****

7:45 am – 8:15 am **Breakfast** (*Grand B*)
Service Provider Showcase

8:15 am – 8:30 am **Welcome and Introductions** (*Grand A*)

Day Moderator

Gerry Gould, Vice President, Investor Relations
Haemonetics Corporation
Braintree, MA

8:30 am – 9:45 am **Developing an IR Plan / IR Resources & Essential Services** (*Grand A*)

Body of Knowledge Domain: IR Planning, Implementation and Measurement

Guidelines on all aspects of an IR plan – and how to communicate and deliver the plan

Gerry Gould, Vice President, Investor Relations
Haemonetics Corporation
Braintree, MA

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

LEARNING TAKEAWAYS

- Guidelines on developing a workable plan for your company
- What are the objectives for your program?
- What resources do you have?
- What tools are essential? What tools are nice to have?
- The role intangibles play in your value proposition
- Optimizing the appropriate shareholder base for your company's stock
- Delivering on the IR strategy
- Measuring results and corporate governance impacts
- Elements that impact the IR plan – cap size, industry, business model, region, and life cycle

9:45 am – 10:15 am **Break** (*Grand B*)
Service Provider Showcase

10:15 am – 11:30 am **Media and Communications** (*Grand A*)

Body of Knowledge Domain: Message Development

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

David Calusdian, Executive Vice President & Partner
Sharon Merrill Associates, Inc.
Boston, MA

LEARNING TAKEAWAYS

- Dealing with the media
- Media training
- Crisis management/reputation management
- Creating powerful communications tools
- Developing effective messaging

11:30 am – 12:00 pm NIRI's Advocacy Initiatives and Resources (Grand A)

NIRI leadership explains the organization's advocacy and regulatory initiatives

Ted Allen, Director, Practice Resources
National Investor Relations Institute
Alexandria, VA

LEARNING TAKEAWAYS

- Overview of NIRI benefits, including advocacy, publications, peer networks, and the NIRI Ethics Council
- The impact of the SEC on IR
- New (or pending) rules to watch (CEO pay ratio, pay-for-performance disclosure)
- NIRI's advocacy priorities

12:00 pm – 1:00 pm Lunch & Learn with the Pro's (Grand B)

Service Provider Showcase
Enjoy interactive table discussions led by NIRI Senior Roundtable members

1:00 pm – 2:00 pm The Value of Targeting / IR Marketing (Grand A)

Body of Knowledge Domain: Marketing & Outreach

Gain insights into targeting, including a definition and how to successfully target investors

Andrew Kramer, Vice President, Investor Relations
NetScout Systems, Inc.
Westford, MA

Jim Buckley, Senior Vice President, Investor Relations and Corporate Communications
Clean Harbors
Norwell, MA

LEARNING TAKEAWAYS

- Definition: What is targeting? Why is it important to your stock's valuation?
- Theory – basic concepts
- Practice – How it works
- Define your audience
- Planning your event schedule
- Balancing sell-side vs. buy-side interest
- Resources and tools
- Budget and time considerations
- Using the Internet as a research, marketing, and communications tool

2:00 pm – 3:00 pm **Planning and Executing Analyst Days and Non-Deal Road Shows** (Grand A)

Body of Knowledge Domain: Marketing & Outreach

Find the secrets to success from planning, preparation, and strategy through execution

Thang To, Director of Investor Relations
Corbin Perception
Farmington, CT

Emily Walt
Boston, MA

LEARNING TAKEAWAYS

- Define your non-deal roadshow strategies, planning and executing
- Steps for success
- Planning and preparation for an Analyst Day: Why, When, Where, Who, and How
- Senior management participation

3:00 pm – 3:30 pm

Break (Grand B)

Service Provider Showcase (Last time to visit the Service Providers)

3:30 pm – 4:45 pm

Case Study #1: Developing an IR Plan for Trifecta (Grand A)

Body of Knowledge Domain: IR Planning, Implementation, and Measurement

Group case study review: apply seminar learning while gaining insight from your new network of practitioners

Gerry Gould, Vice President, Investor Relations
Haemonetics Corporation
Braintree, MA

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

LEARNING TAKEAWAYS

- Registrants review a case study
- Small group exercise to create an investor relations plan
- Report results of small group activity

4:45 pm – 5:00 pm

Summary and Day Wrap-up (Grand A)

LEARNING TAKEAWAYS

- Key learnings from the day
- Highlights in preparation for Wednesday's case study

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

HOMEWORK ASSIGNMENT

Read Case Study #2 in the program book for tomorrow morning's group activity

WEDNESDAY, SEPTEMBER 21

7:45 am – 8:15 am **Breakfast** (*Grand B*)

8:15 am – 8:30 am **Welcome and Introductions** (*Grand B*)

Day Moderator

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

8:30 am – 9:45 am **IR's Role in the Corporate Governance Process** (*Grand A*)

Body of Knowledge Domain: Corporate Governance and Shareholder Activism

All about the Board, corporate governance, and shareholder engagement

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

LEARNING TAKEAWAYS

- Introduction to key constituencies (board members, corporate secretaries, institutional proxy voting managers, shareholder activists, proxy advisors, and media)
- Identify high-profile governance issues (executive compensation, proxy access, etc.)
- Prepare for investor requests for Board engagement
- Ongoing IR-Board communications

9:45 am – 10:00 am **Break** (*Grand B*)

10:00 am – 11:30 am **Case Study #2: Shareholder Communications** (*Grand A*)

Body of Knowledge Domains: Message Development; Corporate Governance and Shareholder Activism

Group case study review: apply seminar learning while gaining insight from your new network of practitioners

Michael Cummings, Executive Vice President
The Alpha IR Group
Boston, MA

LEARNING TAKEAWAYS

- Small group exercise to develop strategy and messages for dealing with shareholder communications situation

11:30 am – 11:45 am **Summary and Seminar Wrap-up** (*Grand A*)

11:45 am – 12:30 pm **Lunch - enjoy a final networking time with your peers** (*Grand B*)