Rewriting the Investor Day Playbook: Executing a Successful Virtual Event

2pm ET | April 30, 2020
Q & A

Submit your questions in the Q&A chat window
Maureen Wolff, CEO, Sharon Merrill Associates
## Panel

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<th>Maureen Wolff</th>
<th>David Fine</th>
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<td>CEO, Sharon Merrill Associates</td>
<td>Principal, Fine Communications</td>
<td>President, Sharon Merrill Associates</td>
<td>Vice President Investor Relations, GoDaddy Inc.</td>
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*Moderator*
David Fine, Principal, Fine Communications Inc.
Virtual Investor Day or Wait?

Do I want to hold a virtual event or wait?

- **Company Highly Impacted**: Turbulent times, limited or no mid-term visibility – consider waiting

- **Company Minimally Impacted**: Business plan largely unchanged, investment thesis well understood – consider waiting

- **Company Reset**: Company business plan changed, transformation, street perception / outlook needs resetting – consider virtual event
Virtual Investor Days – What Keys to Success are the Same?

These Five Fundamental Building Blocks Remain the Same

1. Address Investor Issues
2. Clear Messages
3. Effective Presentations
4. Midterm Outlook – “Money” Slides
5. Rehearse, Rehearse, Rehearse
Virtual Investor Days – What New Factors are Essential for Success?

A virtual audience is easily distracted

Must be engaged in new ways…
Five Ways to Drive Audience Engagement

1. Shorter event – maximum of 2 hours, with 30-40% for Q&A

2. Video is powerful – video of speakers and of the business: testimonials, product demos etc.

3. Include interactive sessions such as:
   - Fireside chats
   - Panel discussion with moderator

4. Ensure seamless use of technology, strong partner
   - Rehearse / coach all speakers ensure effective sound, light etc.
   - Consider pre-recording

5. Even greater focus on clear, compelling, message driven presentations
Leveraging Technology to Enhance Engagement: Options

**Building Blocks**

1. Address Investor Issues
2. Clear Messages
3. Effective Presentations
4. Midterm Outlook – “Money” Slides
5. Rehearse, Rehearse, Rehearse

**Enhanced**
- Add in video elements
  - ex: speakers, fireside chat

**Basic**
- Slides, audio, Q&A

**Leveraging technology for higher engagement**

**Reduce technology risk**
- Example: pre-record
David Calusdian,
Sharon Merrill Associates
Plan Content to Fit a Shorter Timeframe

Find New Ways to Drive your Message

- Make your investment thesis your foundation
- Start with the end in mind: what do you want the headlines to say?
- Select speakers & technology features to enhance the message
- Use technology to get the message across in new ways
Planning is Key…Start off Right

Virtual Logistics are Different, But Just as Intense

**Determine the Right Investor Day Features**
- Speakers
- Customer panel
- Expert speakers
- Virtual tours
- Demos
- Video

**Choose the Right Technology Platform**
- Security
- Multi-media capabilities
- Engagement features
- Q&A capabilities
- Technical support
X4 Pharmaceuticals Patient Video
Okta Partner Interview

FY21 Investor Day

Todd Weber
Chief Technology Officer
OPTIV

Frederic Kerrest
EVC, COO + Co-Founder
OKTA

GLOBAL PARTNER OF THE YEAR

- Optiv Security is a leading global security solutions integrator and consecutive winner of Okta’s Global Partner of the Year
- Okta is able to leverage Optiv Security’s broad customer relationships, implementation experience and technical expertise as it broadens its partner network
Delivery in the Virtual Setting is Critical

**Delivery Tips for Speakers**

- Rehearse to sound natural
- Bring energy to the conversation
- Gesture effectively
- Maintain eye contact
The Speaker’s Virtual “Stage” Sets the Tone

- Dress for success
- Establish a professional background
- Light the room for optimum appearance
- Be mindful of kids, pets, etc.
5 Key Tips for Investor Day Success

- Plan early for many new logistical issues
- Focus on the message, and use new ways to get it across
- Use the virtual setting for enhanced engagement and interactivity
- Rehearse each speaker on their “virtual stage”
- Leverage investor day multi-media content into your IR program
Mark Grant, VP of Investor Relations

GoDaddy
As in most things, preparation is key

- Vet your technology partners thoroughly – and have backup plans
- Gather thoughts from stakeholders prior to the event
- Rehearse content, tone, and messaging early and often
- Technology and platforms - practice on the same field you will play on
- How will you measure success?
Things to consider for the live event

• How long can I keep my audience engaged without a break?

• Pros and Cons of pre-recording prepared remarks
  – Message/content/disclosure control (+)
  – Minimizes the chance of technology issues (+)
  – Allows for better execution of demos/ad spots/videos etc (+)
  – Can feel less engaging to the audience (-)
Things to consider for the live event

- How to handle Q&A
  - What can your platform do?
  - Truly live, or moderated?
  - Email or in-room chat?
  - Attribution?
Feedback and learnings

• Universal appreciation for transparency and visibility during a challenging time
  – We have more than 19mn SMB customers – people wanted to know what we were seeing
• Q&A allowed for more people to be heard and more clarity offered in the messaging
• Strong suggestion that more events should be virtual in the future, regardless of the environment
• Remember how you wanted to measure success, and be accountable
Q & A

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