THE POWER OF IR

Everything You Need to Know to Optimize your #NIRI19 Experience
Webinar – April 18, 2019, 2:00pm ET
Speakers

Remy Bernarda, IRC
ACC Vice Chair
Sage IR, LLC

Tim Quast
ACC Vice Chair
ModernIR

Matt Brusch
Chief Programs Officer
NIRI
Agenda

- Annual Conference Committee
- Agenda Overview & Programming
- What’s New in 2019
- IR Showcase

- Conference Technology
- JW Marriott Desert Ridge
- What to Do Next...
- Q&A
2019 Annual Conference Committee

Chair
• Mike Conway, Director, Investor Relations & Corporate Communications, The Sherwin Williams Company

Vice-Chairs
• Remy Bernarda, IRC, President, Sage IR,
• Tim Quast, President, ModernIR

Committee Members
• Michele Backman, IRC, Director ADR Group, Deutsche Bank
• Andy Detwiler, CEO, Virtua Research
• Paul Donnelly, Director of IR, Nucor Corporation
• Bryan Dunn, IRC, Director of IR, Pfizer
• Sherif El-Azzazi, IRC, Director IR and Comms, Brookfield Property Partners
• Joseph P. Hassett, Senior Vice President, Gregory FCA
• Victoria Hyde-Dunn, Head of IR, 8x8, Inc.
• Martin Jarosick, IRC, VP IR, CF Industries
• Dave Martin, Director of IR, Harsco Corporation
• Megan Patterson, Manager IR, ONEOK, Inc.
• Brian Rivel, President, Rivel Research Group
• Angela Rodenhauser, VP IR, Dix & Eaton
• David Rosenbaum, IRC, Head of Investor Relations, Brighthouse Financial
• Zach Rothberg, Head of Investor Relations Sales, AlphaSense
• Amy Wakeham, VP IR and Corporate Comms, ResMed
• Jim Zeumer, VP Investor and Corporate Comms, PulteGroup

ACC Board Liaison
• Melissa Plaisance, GVP Treasury & IR, Albertsons, NIRI Board Chair-Elect (2019)
• Ron Parham, NIRI Board Chair (2019) ex officio
Programming

• More than 50 educational sessions
• 23 concurrent, 11 general, 6 Career Development Hub, 4 Lunch and Learn sponsored sessions, 2 Finance Talking seminars, 2 Sunday sponsored sessions
• 5 new Express Talk sponsored sessions in IR Showcase
• More than 100 speakers
# Programming – Agenda at a Glance

<table>
<thead>
<tr>
<th>Saturday, June 1, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM - 5:00 PM Pre-Conference Seminar: Finance and Capital Markets 101 (Separate reg.)</td>
</tr>
<tr>
<td>7:00 PM - 9:00 PM NIRI Volunteer Appreciation Dinner (by invitation only)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sunday, June 2, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM - 3:00 PM Pre-Conference Seminar: Telling a Great Investment Story (Separate reg.)</td>
</tr>
<tr>
<td>1:00 PM - 3:00 PM Sunday Session: Executing an Integrated Communications Plan</td>
</tr>
<tr>
<td>4:30 PM - 5:00 PM New to NIRI Conference Orientation</td>
</tr>
<tr>
<td>5:00 PM - 6:00 PM IRC Reception (by invitation only)</td>
</tr>
<tr>
<td>6:00 PM - 7:30 PM IR Showcase Opening Reception</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monday, June 3, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 AM - 7:30 AM Yoga</td>
</tr>
<tr>
<td>7:00 AM - 5:00 PM IR Showcase Open</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM Breakfast in the IR Showcase</td>
</tr>
<tr>
<td>8:30 AM - 11:30 AM General Sessions</td>
</tr>
<tr>
<td>11:30 AM - 1:30 PM IR Showcase: Express Talks, Exhibits, and Lunch</td>
</tr>
<tr>
<td>12:00 PM - 1:00 PM Senior Roundtable Luncheon (SRT members only)</td>
</tr>
<tr>
<td>1:30 PM - 4:00 PM Concurrent Sessions</td>
</tr>
<tr>
<td>4:00 PM - 5:00 PM Industry Breakouts and Networking</td>
</tr>
<tr>
<td>5:00 PM - 6:00 PM The IR Family Feud</td>
</tr>
<tr>
<td>6:00 PM - 7:00 PM 50th Anniversary Reception</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tuesday, June 4, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 AM - 7:30 AM Fitness Bootcamp</td>
</tr>
<tr>
<td>7:00 AM - 6:30 PM IR Showcase Open</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM Breakfast in the IR Showcase</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM 50th Anniversary Breakfast (by invitation only)</td>
</tr>
<tr>
<td>7:30 AM - 8:30 AM NIRI NextGen Breakfast</td>
</tr>
<tr>
<td>8:30 AM - 11:15 AM General Sessions</td>
</tr>
<tr>
<td>11:15 AM - 12:00 PM IR Showcase: Express Talks, Exhibits</td>
</tr>
<tr>
<td>12:15 PM - 1:15 PM Lunch &amp; Learn Sessions</td>
</tr>
<tr>
<td>1:30 PM - 5:30 PM Concurrent Sessions</td>
</tr>
<tr>
<td>5:30 PM - 6:30 PM Closing Reception in the IR Showcase</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wednesday, June 5, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM - 8:45 AM Breakfast</td>
</tr>
<tr>
<td>8:45 AM - 9:45 AM Concurrent Sessions</td>
</tr>
<tr>
<td>10:00 AM - 12:00 PM General Sessions</td>
</tr>
</tbody>
</table>
Programming – General Sessions

50 Years of Ups and Downs: The State of the Stock Market
Leon Cooperman
Chairman & CEO, Omega Family Office
Joseph Saluzzi
Partner and Co-Founder, Themis Trading
Tim Quast
President, ModernIR

The Growing Influence of Artificial Intelligence
Evan Schnidman
Founder & CEO, Prattle
Jonathan Neitzell
Former Chief Data Officer, FE Goldman Sachs Asset Management
Samuel Levenson
CEO, Arbor Advisory Group

BRETT REDFEARN
Director, Division of Trading and Markets
U.S. Securities and Exchange Commission

MALCOLM FRANK
Executive Vice President, Strategy & Marketing
Cognizant
Programming – General Sessions

The Future of IR – Trusted Strategic Advisor

LYNN TYSON
Executive Director, IR
Ford Motor Company

SMOOC CH. REYNOLDS
Managing Partner, Global IRO & CCO Practice Leader, ZRG Partners

Creating a Positive Corporate Culture – Why it Matters to Employees, Customers and Investors

Michelle Edkins
Managing Director, Global Head of Investment Stewardship, BlackRock

John Heinbockel
Managing Director, Analyst
Guggenheim Partners

Melissa Plaisance
Group Vice President, Treasury & IR
Albertsons Companies

JIM DONALD
Co-Chairman
Albertsons Companies
Programming – General Sessions

BOB DICKEY
Managing Director, Technical Strategist
RBC Wealth Management

HOLLY DUCKWORTH
Mindful Leadership Guide,
Leadership Solutions International

GINA MARTIN ADAMS
Chief Equity Strategist
Bloomberg Intelligence

The Stock Market Today: Better Than You Think
Overcoming Leadership Stress with Mindfulness
From Macro to Micro, What Stock Prices Tell Us Investors Want Now
Programming – Sessions

PRE-CONFERENCE SEMINARS (separate registration)
• Finance & Capital Markets 101 (Saturday)
• Telling a Great Investment Story (Sunday)

SUNDAY SESSIONS (included in registration)
• New to NIRI Conference Orientation Session
• Executing an Integrated Communications Plan

IR STRATEGY & PLANNING
• Get Shorty!: How IROs Manage Short-Selling to Achieve Fair Valuation
• Starting an IR Program from Scratch
• Hone Your Messaging to Most Effectively Tell Your Company Story
• Uncovering the Value of ESG in Business
• Evolving an IR Program to Include ESG Communications
• Your Crisis Plan is on the Shelf, but Now What?

CORPORATE GOVERNANCE, BOARD RELATIONS, AND STRATEGIC COLLABORATION
• The IRO's Role and Opportunity with investor engagement and proxy messaging
• IR Soft Skills for Success – Practical tools to increase your impact
• The Great Debate: Does Activism Create Shareholder Value?

MARKETING OUTREACH & STAKEHOLDER COMMUNICATIONS
• Holding an Investor Day that Transforms Perceptions
• Going on the Road – Best Practices for Investor Conferences and Roadshows
• Coming to America: A Foreign Company’s Guide to the US and Global Markets
• Disclosure: Putting the Pieces of the Puzzle Together
• Click Here: Enhancing Shareholder Engagement with Digital Tools
• Deals - A Multi-Stakeholder View

BUSINESS INSIGHTS & CAPITAL MARKETS
• IRO as CIO (Chief Intelligence Officer) – The Essential Link Between the Street and Senior Management
• Big Data and the Future Value of Sell-Side Research
• You Mean Markets Don’t Always Go Up? – IR Insights and Best Practices for Navigating a Downturn
• On the Stage and Off the Record: Meet the Hedge Funds
• What Every IR Professional Should Know about ETFs: This Era’s Investment Phenomenon

FINANCIAL REPORTING & REGULATORY COMPLIANCE
• Hot Topics in Financial Reporting
• What’s Next in Washington? A Discussion of Key Regulatory Issues for Public Companies

OTHER
• Lunch & Learn Sessions
• Industry Breakouts
• Let's Play Twenty Questions!
Programming – Engaging Experiences

- Family Feud
- Headshot Lounge
- Niri Express Talks
- Silent Auction
- Niri Career Development Hub

The Power of IR
Reflect • Renew • Reinvent
NIRI 50th Anniversary Celebration
The IR Showcase

- 50+ Exhibitors and Sponsors
- Extended Showcase Hours
- Demo Rooms
- Headshot Lounge
- New! Express Talks
Technology

NIRI Events App

sli.do
Live polling
Q&A
Investor Relations Charter - PDUs

IRC® credential holders can earn up to 4 PDUs per day for attending.

Use the NIRI Conference App to scan session QR codes for proof of session attendance.
JW Marriott Phoenix Desert Ridge
JW Marriott Phoenix Desert Ridge
JW Marriott – Conference Space
What Next…?

• Register! (www.niri.org/conference)
• Book your hotel before May 15 – use the link in your confirmation email
• Familiarize yourself with the sessions and speakers, and start planning your own schedule
• Check out the exhibitors
• Download the app on May 28 (“NIRI Events”)
• Pack your bags for Phoenix!
Questions?