



8:00 a.m. - 8:45 a.m. Registration/Exhibitor Showcase (Oak Room)

8:45 a.m. - 9:00 a.m. Welcome (Oak Room)

**9:00 a.m. - 10:00 a.m. Breakfast Keynote: Fireside Chat with JANA's Scott Ostfeld
A Glimpse into an Activist's Playbook**

Activism continues to grow and even well-regarded companies are not immune. Abe Friedman, CEO of CamberView Partners, will moderate a discussion with Scott Ostfeld, co-portfolio manager of JANA Partners' Strategic Investments Fund. Ostfeld will share his views of the current activism landscape and JANA's approach to activism, including how fundamental value analysis can identify companies with one or more specific catalysts to unlock value.

This session's content will build on IRC Domain 1: IR Strategy Formulation, Domain 2: IR Planning, Implementation and Measurement and Domain 10: Corporate Governance.

Breakfast Sponsored by NYSE

**10:00 a.m. - 10:30 a.m. Break/Exhibitor Showcase (Oak Room)
Sponsored by CamberView Partners**

10:30 a.m. - 11:45 a.m. Eye of the Storm: The Dynamics of Activism Defense (Oak Room)

Activism strategies are becoming more complex and a wider set of actors are launching campaigns. Companies must adapt and prepare in this dynamic environment. We'll help you prepare for and respond to an activist at every step of the campaign by using case studies to share lessons learned, best practices and thoughts on how *you* can respond with agility and speed if your company becomes a target.

IRC Domain 1: IR Strategy Formulation, Domain 2: IR Planning, Implementation and Measurement and Domain 10: Corporate Governance.

Moderators:

Bill Anderson, Senior Managing Director, Evercore
Lisa Ciota, President/Founder, Lead-IR Advisors, Inc.

11:45 a.m. - 12:00 p.m. Meet the New Captain

New to the NIRI helm, Gary LaBranche, President and CEO, will share some of his thoughts and priorities for steering the future of investor relations.

Gary A. LaBranche, FASAE, CAE, President & CEO, National Investor Relations Institute

12:00 p.m. - 1:00 p.m. Lunch Roundtables (Michigan Room)
Sponsored by Computershare

It wouldn't be a day in the life of an IRO without a working lunch . . . so, we'll maximize your time at this year's IR Workshop by combining our midday meal with learnings from your peers and colleagues. We'll have facilitators at each luncheon roundtable to lead a discussion on top-of-mind topics as determined by you – our participants.

1:00 p.m. - 1:30 p.m. Dessert/Exhibitor Showcase (Oak Room)
Sponsored by CamberView Partners

1:30 p.m. - 2:45 p.m. Navigating the Currents of an IR Career (Oak Room)

IR professionals today must steer through profound changes within the profession. Our panel of recruiters and IROs will share their advice on how best to navigate your career, differentiate yourself with professional designations and experiences (such as dual roles), compensation expectations and career resources. You'll gain career planning knowledge to help you navigate to a new job, become more indispensable in your current role and/or advance to the next level.

IRC Domain 4: Marketing and Outreach, Domain 7: Strategic Counsel & Collaboration

Panelists:

Stephanie Buckles, Senior Client Partner, Korn Ferry-Chicago
Ann Kelly Jones, Partner, Heidrick & Struggles-Minneapolis
Ashish Kohli, CFA, Vice President, Investor Relations, Walgreens Boots Alliance
Ruth Venning, Executive Director, Investor Relations, Horizon Pharma

Moderator:

Wendy Wilson, NIRI Senior Roundtable, Former NIRI National Board Member

2:45 p.m. - 4:15 p.m. Steering Through Capital Market Whirlpools (Michigan Room)

Capital markets are evolving at an ever-increasing pace. Keeping up with the changes and understanding key market metrics can help you better understand trading in your stock and be able to more effectively inform senior management. We'll cover trends such as volatility, black box trading, the passive investing onslaught and Big Data techniques for buying/selling. We'll also showcase one IRO's monitoring program for insights on steering through the inevitable market whirlpools ahead.

IRC Domain 1: IR Strategy Formulation and Domain 8: Capital Markets & Capital Structure

Panelists:

Joe Gits, CFA, CEO and Founder, Social Market Analytics, Inc.
Leslie Kratcoski, IRC, Vice President, Snap-on Incorporated
James Porter, Head of Capital Introduction, BNP Paribas Prime Brokerage, Inc.

Moderator:

Michael Maloney, Senior Director, Nasdaq OMX

4:15 p.m. - 4:30 p.m. Closing Remarks

4:30 p.m. - 5:30 p.m. Networking Reception and Prize Drawing (Oak Room)
Sponsored by Wells Fargo Shareowner Services

End the day with a beverage, appetizers and conversation with your fellow workshop participants. Don't miss our prize giveaways – you must be present to win.