

## NEWS RELEASE



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## NIRI-Chicago 2018 Investor Relations Workshop Focuses on ‘Strategic IR for Transformational Times’

### *Event to Feature Two Keynote Addresses on Wall Street Trends, New Media Disruption*

CHICAGO, August 20, 2018 – The Chicago Chapter of the National Investor Relations Institute (NIRI-Chicago) will hold its annual Investor Relations (IR) Workshop on Friday, September 28 at the Metropolitan, Willis Tower, 233 S. Wacker Drive, 66th Floor, Chicago.

“At this year’s workshop, Strategic IR for Transformational Times, we’ll discuss the changing investor, technology and media landscape and how it’s transforming the investor relations officer’s role,” said Liz Kluge, IR Workshop chair. “To speak about this dynamic environment, we’re delighted to welcome two outstanding keynote speakers. At our breakfast, Perry Boyle, Jr., head of equities at asset management firm Point72, will discuss the factors driving change on Wall Street and the implications for investors and investor relations alike. Luncheon keynote speaker Betty Liu will offer insights on new media disruption as NYSE’s executive vice chairman and a former Bloomberg TV anchor.”

No stranger to change and transformation, [Point72](#) combines fundamental research, quantitative strategies and market intelligence to optimize its investment opportunities in dynamic financial markets. With a bird’s-eye view of the changing market, H. Perry Boyle, Jr., CFA, manages Point72’s long/short equities investment professionals in the United States and leads Point72’s professional development programs. Boyle also is responsible for external capital relationships as a member of the firm’s executive, risk and investment professional hiring committees.

Betty Liu joined the [New York Stock Exchange](#) as its executive vice chairman in July after an award-winning career as a business journalist and entrepreneur, including a decade at Bloomberg Television. In her new role at NYSE Group, Liu will focus on strengthening and building the NYSE leadership network, cultivating connections through live events and creating valuable opportunities for organizations to connect across the NYSE’s 2,400 listed companies.

The 2018 IR Workshop also will feature informative sessions, including:

- ***All’s (Not) Quiet on the Governance Front.*** As the voices and influence of passive investors grow, we’ll discuss ways investor relations officers can advise the C-suite and board on shareholder and director engagement strategies, proxy solicitation and hot-button governance issues, such as executive compensation, board diversity and proxy access.

- ***Technology: The New Industrial Revolution.*** We'll explore the benefits and shortcomings brought about by today's technology, as well as how investor relations officers can take advantage of ongoing digital change and prepare to respond to investor concerns about new issues.
- ***The Changing Kaleidoscope of ESG Investing.*** Learn about the growing importance of connecting environmental, social and governance (ESG) factors to financial performance and take charge of how your company is portrayed by ESG ratings, rankings and experts.

NIRI-Chicago's annual full-day IR Workshop is open to the public and attracts attendees from throughout the Midwest. The event begins at 8 a.m. on Friday, September 28 with registration, breakfast and an exhibitor showcase. The cost is \$200 for NIRI-Chicago members and \$275 for nonmembers, with \$50 "early bird" savings for those who register by September 1. The fee is \$75 for nonmembers who wish to attend the keynote breakfast only (free for NIRI-Chicago members). Additional information and registration information can be found on the NIRI-Chicago 2018 IR Workshop [webpage](#).

#### **2018 IR Workshop Sponsors and Exhibitors**

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#### **About NIRI-Chicago**

The Chicago chapter of the National Investor Relations Institute (NIRI-Chicago) provides professional development and networking opportunities to practitioners of investor relations, a strategic management responsibility that integrates finance, communication, marketing and securities law compliance. For more information, visit [www.niri-chicago.org](http://www.niri-chicago.org).

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