

Strategic IR for

# Transformational Times

The **NIRI-CHICAGO**  
Investor Relations Workshop  
Friday, September 28, 2018

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# Strategic IR for Transformational Times

**“Change is inevitable, but transformation is a conscious choice.”**

—Heather Ash Amara

## Are you ready for transformational times?

Investor relations is more than the tactics of quarterly earnings, roadshows, conferences, financial analysis and interpreting analyst models. It's about effective storytelling, creating value and achieving excellence as we champion our company's optimum fair valuation. This year's NIRI-Chicago IR Workshop delves into the need for IR officers to expand their understanding of the changing business media and investor landscape, as well as the growing need to be involved in governance, environmental and social issues. Join us for thought-provoking discussions and practical tips to transform your IR practices.

## Breakfast Keynote: On Point with Point72

No stranger to change and transformation, Point72 combines fundamental research, quant strategies and market intelligence to optimize its investment opportunities in dynamic financial markets. With a bird's-eye view of the changing market, Perry Boyle, Jr., head of equities at Point72, will share his perspectives with Chris Stent, McDonald's former vice president of investor relations, on the factors driving change on Wall Street and the implications for investors and investor relations alike.



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# Sessions

## New Media Disruption

Markets move on media news—even as the media feeds on the continuous stream of market news. How do you sort all this out and deliver your message simultaneously to multiple audiences ... each with different agendas ... while staying true to your company's story? This session will focus on the ever-changing media environment, why it's critical for public companies to communicate more dynamically, and what it means for market trading and stock valuations.

## Technology: The New Industrial Revolution

Technology has benefited investors by reducing costs, speeding trade execution, and enhancing liquidity. But, what has it done for the IRO? Today, technology helps IROs communicate more effectively and save time—and may help us potentially predict events before they arise. How should you arm yourself to take advantage of the ongoing digital change, while also being prepared to respond to investor concerns about new issues, such as cybersecurity? In this session, we'll explore the benefits and shortcomings brought about by today's technology.

## All's (Not) Quiet on the Governance Front

Don't be passive about passive investors. Their voices and influence are growing. Even activists consider the positions and perspectives of the index and quant funds in their strategies—and so should you. Our in-depth discussion will help you serve as an advisor to 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.

## The Changing Kaleidoscope of ESG Investing

Environmental, social and governance (ESG) factors are increasingly being integrated into mainstream investors' decision-making processes as a way to improve long-term investment returns and reduce portfolio risk. This is different from the approach traditionally used by socially responsible investors who negatively screen for certain companies or industries based on investors' values. How are investors deciding what ESG information is relevant, and where are they getting that information? Learn about the growing importance of connecting ESG factors to financial performance and take charge of how your company is portrayed by ESG ratings, rankings and experts.

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# Special Bonuses

## Exhibitor Showcase

Meet with key service providers to learn about the latest trends and tools that can help you do your job better and more easily.

## Networking Reception

End the day with a beverage, appetizers and conversation with your fellow workshop participants. Don't miss our prize giveaways.



## Convenient Location

The Metropolitan  
Willis Tower  
233 S. Wacker Drive  
Chicago, IL 60606

## Great Value

Price includes the full-day workshop,  
breakfast, lunch, cocktails and appetizers.

## NIRI-Chicago Members

Just \$150 before September 1  
(\$200 afterward)

## Others

\$225 before September 1  
(\$275 afterward)

## Breakfast Only

Free to NIRI-Chicago members and \$75 for all others

## Register Today

[bit.ly/2018IRW](https://bit.ly/2018IRW)

## For More Information

Kathy Short  
[info@niri-chicago.org](mailto:info@niri-chicago.org)  
773-262-1090



**NIRI-CHICAGO**  
P.O. Box 60363  
Chicago, IL 60660



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