IR Magazine Think Tank - Europe

Thursday, June 20, 2019
Bank of America Merrill Lynch, London

Request your free invite

Sponsored by: Bank of America Merrill Lynch

8.00 am Registration and breakfast

8.50 am Welcome to the forum

9.00 am Snapshot: Briefing on the macroeconomic and financial trends impacting European public companies
A short and sharp economic briefing will set the scene for the day's discussions. Take stock of where we are right now, where we could be heading and what it means for investor relations.

- Stay updated on the scale of the potentially disruptive impact arising from Brexit and abrupt fiscal tightening in the US
- Understand forecasts for GDP growth, oil prices, interest rates and how these factors will impact economic sentiment
- Learn how companies should be adapting their message to keep it in line with these macro changes

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Evelyn Herrmann, Director and Europe economist, Bank of America Merrill Lynch

9.20 am What can I do to improve coverage and exposure while research spends are reducing?
A recent CFA institute survey found that research budgets fell 8 percent for firms across the European Union following the introduction of Mifid II rules. We discuss the practical things you can do to remain competitive in the new environment.

- What is the best strategy to maintain visibility and coverage in a post-Mifid II environment?
- Should investor relations teams become more independent of broker research? What are the opportunities, costs and risks from this change in mindset?
- How can you help analysts stay engaged and informed given the number of companies they need to cover?

Moderator: David Lloyd-Seed, Chair, IR Society
Rodney Alfvén, Head of investor relations, Nordea
Sarah Dees, Head of investor relations, Sound Energy
Mark Troman, Deputy head of EMEA research, Bank of America Merrill Lynch

10.20 am Networking break

10.45 am What does an increased investor focus on ESG & thematic research mean for public companies?
How do you know which thematic funds including SRI funds are relevant to your company, and how do you ensure your company is on the radar for these investors?

- How can you find out about which thematic investors and ESG funds would be relevant for your company?
- What resources are both funds using to analyze issuers on long-term factors?
- To what extent do ESG disclosures translate into investment and voting decisions, and what can you do to stand out from the crowd?
- How can you craft your investment message around these themes?

Moderator: Suniti Chauhan, Partner, Tulchan Communications
Janet Craig, Senior vice president of investor relations and communications, AltaGas
Haim Israel, Managing director, global strategist and head of global thematic research, Bank of America Merrill Lynch
Jason Mitchell, Co-head of responsible investment, Man Group

11.45 am Should IR focus targeting activities on meeting new investors, or better servicing the investors you already have?
A good IR program will provide an appropriate level of service to shareholders while finding other funds that are a good fit for your company. But how can you get the balance right between finding new investors and keeping current shareholders informed?

- How will the role of buy-side corporate access teams evolve? Will they be enablers or gatekeepers? Does this affect your current relationship with the buy side and/or your targeting approach?
- What different pools of capital are out there, and how can IR teams better access them?
- How do you decide who your management team should meet in order to have the biggest impact?
- How can you best evaluate your targeting activities, and should targeting metrics be linked to remuneration for an IR officer?

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Lorna Davie, Director of investor relations, Credit Suisse
Victoria Redgrave, Director of corporate and broker relations, Fidelity
Michael Roper, Director, Partnerships and Advisory Solutions EMEA & APAC, IHS Markit

12.15 pm Networking lunch

1.15 pm The Exchange: How are teams changing their IR practices?

Share best practices and participate in two roundtable discussions related to the best practice topics below. The session will finish with a summary panel that will highlight the key points from all roundtable discussions.

- How are changes to corporate access impacting expectations of US investors?
  Alex Gleeson, EMEA corporate access, Bank of America Merrill Lynch

- The essential IR toolkit for the busier IRO with limited resources
  Viviane Joynes, Managing Director, EQS

- Financial reporting guidelines update and earnings call best practices
  Eduardo Garcia, Investor relations manager, Melia

- Targeting – Broker selection and getting maximum benefit from roadshows and investor days
  Jan Willem Weidema, Head of investor relations, Aegon

- Career development and opportunities for European investor relations officers
  Debbie Nathan, Director, Carter Murray

- Governance – Managing a wider stakeholder group that includes the media, activists and proxy advisers
  Gunhild Grieve, Head of investor relations, RWE

2.30 pm Q&A with the buy side: How are investor expectations evolving?

Capital markets are becoming more global, active money continues to flow into passive funds and recent regulatory changes impact companies and shareholders alike. We ask portfolio managers how these trends impact them, and how that changes their expectations of investor relations teams.

- Learn directly from investors how the capital markets are changing and what it means for investor expectations of public companies
- Gain insight into how analysts build their models and learn how you can better communicate certain factors of your equity story and provide the most useful data
- Learn how investors and analysts use technology and other sources outside of IR where they obtain information about company performance
- Hear stories of good and bad IR practices that you can adopt or avoid

Moderator: Eduardo Garcia, Investor relations manager, Melia
Richard Penney, Fund manager, CRUX Asset Management
Jeremy Thomas, Head of Global Equities, Sarasin & Partners

3.30 pm Final remarks and conference end

Laurie Havelock, editor-at-large, *IR Magazine*, will recap the day's discussions and provide answers to the five big questions European IROs want to know.

6.30 pm The IR Magazine Awards – Europe 2019 gala dinner

The **IR Magazine Awards – Europe** will take place on **Thursday, June 20, 2019** to honor excellence in the investor relations profession. The IR Magazine Awards, now in their 29th year, will host the IR community from across Europe at **8 Northumberland Avenue** in London.