

Agenda

8.15 am Registration and refreshments

9.00 am Welcome and an update from CLIFF

Olivier Psaume, Head of investor relations, **Sopra Steria** and Chairman of CLIFF

9.15 am An introduction to the Think Tank format and what to expect from the day

Laurie Havelock, Editor-at-large, **IR Magazine**

9.30 am Regulatory roundtables: Mifid II, MAR and what is in store for liquidity contracts?

Discuss the big talking points in regulations, how it impacts you, and what IR can do to adapt to tightened control on investors, brokers and companies.

- Mifid II and its impact on research, coverage and corporate access
- Market abuse regulation (MAR) what procedures need to be implemented to ensure compliance
- Tighter regulation of liquidity contracts and the impact on IR

Moderator: Laurie Havelock, Editor-at-large, **IR Magazine**
Guillaume Cerezo, Head of investor relations, **April**

10.15 am Morning coffee and refreshments

10.45 am Case study: Facing an activist investor

Hear about the six steps to successfully surviving an activist attack: Sharing the real-life experience from a 30-month defense of the company.

Jean-Benoit Roquette, Senior vice president of investor relations, **Ubisoft**
David Chase Lopes, Managing director EMEA, **D.F. King**

11.30 am The Exchange: A series of best practice roundtable discussions

Exchange information, ideas and inspiration

How the exchange works:

- Choose three of the following topics – the power is in your hands!
- Join the relevant roundtable and discuss with your peers
- When the bell rings, move on to your next table and repeat
- At the end of the session, hear a roundup from all the leaders
- Take away lessons learned that you can apply when you return to the office

Choose your three-preferred round-table discussions from the following:

- The hidden opportunities of debt IR: getting valuation out of risk | Joanne Adams, Managing director of corporate EMEA, Ipreo
- Crisis management simulation: What would you do? | Emilie Megel, Board member, CLIFF
- Roadshow management: proactive IR and how Mifid II has changed roadshow delivery | Anotine Lautier, Head financial analysis and capital markets interface, Airbus
- Innovative targeting strategies: How can you capitalize on positive investor sentiment and access international pools of capital? | Laurie Havelock, Editor-at-large, IR Magazine

12.45 pm Lunch

1.45 pm ESG: Your raison d'être and how it relates to long term value creation (Q&A with the buy-side and sell-side)

Hear from the buy-side and sell-side about how better to communicate your company purpose, the long-term vision of your company and what their expectations are for disclosure and performance on environmental, social and governance issues

Moderator: Vincent Dufief, CSR investor relations manager, **Total**
Claire Berthier, Fund manager, **Trusteam Finance**
Xavier Desmadryl, Head of ESG research & PRI, **HSBC**
Francesca Suarez, ESG analyst, **Mirova**
Alice-Mary Meggs, Financial & ESG analyst, **Groupama Asset Management**

2.30 pm Understanding the role of proxy advisors: improving relationships

The role of the proxy advisor has evolved over the years and they are now as important as ever. Understand how you can work better with proxy advisors

Moderator: Laurie Havelock, Editor-at-large, **IR Magazine**
Cedric Laverie, Head of French research, **ISS**

3.15 pm Summary of discussions and lessons learned

Laurie Havelock, Editor-at-large, **IR Magazine**

3.30 pm Event concludes

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