

CONFERENCE THEMES

Models

Know your business model, how external factors will affect performance and how to tailor the message for your investors



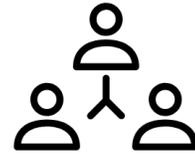
Markets

Truly understand capital market trends, their impact on IR and how to enhance your buy-side and sell-side relationships



Management

The evolution of IR as a strategic function that adds real value to the C-Suite, and how to maximize the impact of your IR team



AGENDA

Tuesday, October 9: Day 1

8.00 am **Registration and breakfast**

8.45 am **Welcome to the IR Magazine Global Forum: Introduction and interactive voting**

Recap on where IR is right now and where it is going, with the opportunity to participate in live polling on some of the biggest questions facing the world of investor relations. This is your opportunity to gain a universal insight into some of the issues facing investor relations globally and will set the scene for the remaining sessions.

The board of Nevir, the Netherlands Association for Investor Relations

9.00 am **Trade, tax and Trump: The global economic outlook**

Britain exiting the European Union and US President Donald Trump playing 'hard ball' on trade agreements are catalysts for change in international trade. Furthermore, the most significant tax reform in decades has altered forecasts for growth and interest rates.

This session will explore the possible outcomes of the key political impacts on investment over the next 12 months and will help you understand what governments are doing to stimulate investment.

Moderator: Laurie Havelock, editor-at-large, **IR Magazine**

Teeuwe Mevissen, senior macro strategist, **Rabobank**

Arjen van Dijkhuizen, senior economist, **ABN Amro**

Jarig van Sinderen, chief economist, **Netherlands Authority for Consumers and Markets**

9.45 am **A practical guide to Mifid II: Seize the access opportunity**

Mifid II is starting to alter the dynamics of corporate access. Uncertainty around who will pay for access, the emergence of some buy-side corporate access teams, and an expected increase in direct access requests all add pressure onto the IR team.

This can be a huge opportunity for investor relations, as the role of the IRO becomes ever-more essential. This session will share actionable insight into how you can adapt your marketing strategy and build closer relationships with investors.

Moderator: Laurie Havelock, editor-at-large, **IR Magazine**
Brian Christie, head of investor relations, **Agnico Eagle Mine**
Lorna Davie, director of investor relations and corporate access manager, **Credit Suisse**
Robert Rethy, head of investor relations, **MOL Group**

10.45 am Morning coffee and refreshments

11.15 am Governance: ESG – A new tact for activists?

After a difficult couple of years for activist investors, we debate whether the recent activist campaigns that are focused on environmental and societal challenges are a new tact for activists, whether this trend is here to stay – and what it means for IR.

Moderator: Laurie Havelock, editor-at-large, **IR Magazine**
Michel Karimunda, investor relations, **Nordea Bank**
Andreas Posavac, managing director of global M&A, governance & corporate advisory, **Ipreo by IHS Markit**

12.00 pm IR Careers: Making IR a career aspiration & building a pipeline of the next generation of IROs

The career pathway for many IROs can be varied, whether coming from the street, a finance background or a communications background. Often it is a career that many fall into but without the long-term ambition.

This session will focus on how to prepare for the next generation of investor relations officers by making investor relations a career aspiration. We discuss the challenges and approaches needed to make this work.

Moderator: Gary LaBranche, president and CEO, **NIRI**
Sofia El Boury, head of investor relations, **First Abu Dhabi Bank**
Gerbrand Nijman, chief financial officer, **Global Telecom Holding**

1.00 pm Lunch

2.00 pm Passive investments: How technology is changing the dynamics for investors and IR

With an increase in index-based and quant investors, we discuss how quant investors are receiving your equity story. What exchange-traded fund (ETF) providers want to see in your company and how you can prepare for large-scale machine-based trades. How can you remain in certain indexes and explain to management what is happening to your stock when the computers begin to trade?

Moderator: Serge Enneman, investor relations officer, **Flow Traders**
Kirst Kuipers, managing director and head of iShares Netherlands, **BlackRock**
Philippe Roset, head of SPDR ETFs Netherlands, **State Street Global Advisors**
Martijn Rozemuller, managing director and head of VanEck Europe, **Think ETF Asset Management | A VanEck Company**

3.00 pm A different discussion on crisis management: The internal role of IR in a crisis

It is well known that companies need a crisis management plan to deal with the inevitable Black Swans that can naturally occur in business, and many IR departments have processes in place for shareholder

communications when such incidents return. At a time of a crisis, however, senior management and your inter-departmental colleagues' time becomes so much more valuable as they try to deal with the situation.

Moderator: Laurie Havelock, editor-at-large, **IR Magazine**

Gunhild Grieve, head of investor relations, **RWE**

Henk Jan Ten Brinke, senior vice president investor relations, **Ahold Delhaize**

Martin Ziegenbalg, executive vice president and head of investor relations, **Deutsche Post DHL**

4.00 pm Afternoon coffee and refreshments

4.30 pm Q&A with the buy side and the sell side: IR best practices and changes in capital markets

Clarify your equity story after hearing from a range of leading analysts and fund managers about the horizon challenges they see for business. Understand what they see as risks, and what they like (or don't) about IR.

Moderator: Serena Zuidema, investor relations officer, **Signify**

Marcel Achterberg, senior analyst, **Bank Degroof Petercam**

Holger Weeda, Fund manager, **Universeel Nederlands AandelenFonds**

5.15 pm Day 1 summary

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

5.30 pm Global Top 50 Awards ceremony and networking drinks reception - Our global ranking of IR excellence

Join us to celebrate the world's best IR programs according to surveys of analysts and investors for the IR Magazine Awards in Europe, Asia and North America.

Awards ceremony sponsored by: 

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Wednesday, October 10: Day 2

8.00 am Registration and breakfast

8.45 am Day 1 recap

An overview of the discussions that took place on the first day, and some of the key learning points

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

9.00 am Expand your investor base with innovative approaches to investor targeting

How can you discover and target new investors? This session looks at unique approaches to shareholder analysis, finding the right portfolio managers and how to get them interested in your company. We also look into how to create memorable meetings with your investors by sharing examples about how companies have had out-of-the-box approaches to site visits.

Moderator: Laurie Havelock, editor-at-large, **IR Magazine**

Sergio Tomas Gamez Martinez, head of investor relations, **Grupo Santander**

Larisa Sadovnikova, head of investor relations, **Inter Rao**

9.30 am Investor education: Deepening generalists' knowledge

This session will examine how to educate the buy side and the sell side, particularly focusing on the generalist investor. Learn how to clearly articulate the prospects of your sector, and the role your business plays in the industry.

Moderator: Wim Allegaert, chairman, **BellIR**

Sarah Dees, head of investor relations, **Sound Energy**

Noël Kurdi, director of investor relations, **Nanobiotix**

Muge Yucel, investor relations, **Dogus Otomotiv**

10.15 am Morning coffee and refreshments

10.45 am ESG: Why it matters, what's happening, what are the SDGs and what can you do?

The Sustainable Development Goals are the precursor to policies that look to reduce environmental impacts and improve societal wellbeing. These regulations impact all companies, and investors are taking an increased interest in risks and opportunities related to ESG. Hear from leading institutional investors about how they use ESG metrics and what they expect from companies in disclosure, engagement and performance.

Moderator: Mikkel Skougaard, sustainable development, **MOL Group**

Lili Huang, head of investor relations, **De La Rue**

Karl Mahler, head of investor relations, **Roche Holdings**

Natalia Rajewska, ESG analyst, **Aviva Investors**

Karlijn Van Lierop, director of responsible investment, sustainable investing, climate change and impact investing, **MN**

11.45 am Lunch

12.45 pm Governance: How to engage with proxy advisory firms

Love them or not, proxy advisers are here to stay, and with an increased number of investors outsourcing their voting rights their influence is greater than ever. This session will 'get inside the heads' of the proxy

advisers to understand the methodologies that help them arrive at certain voting outcomes and learn how and when you should engage around issues of concern.

Moderator: Laurie Havelock, editor-at-large, **IR Magazine**
Andrew Gebelin, head of research, **Glass Lewis**

1.15 pm Building the business case for IR and improving efficiency

If IROs weren't busy enough already, Mifid II and other developments are only going to magnify the time pressures on your team. In this session we look at best practices in building a business plan for the IR department, and how you can improve performance with a limited number of resources.

Moderator: Laurie Havelock, editor-at-large, **IR Magazine**
Dr Veronika Bunk-Sanderson, director of communications and investor relations, **Telefonica Deutschland**
Alison Griffin, vice president of investor relations, **Dynex Capital**

2.00 pm Summary

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