

# IR Magazine Global Forum & Awards

Wednesday, October 2, 2019 - Thursday, October 3, 2019  
Marriott Champs Elysées Hotel, Paris, France

## DAY 1 – WEDNESDAY, OCTOBER 2

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**8.15 am** Registration, exhibition and refreshments

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**8.50 am** Opening remarks: Welcome to the Global Forum

A welcome to the event from our host partners CLIFF

**9.00 am** Capital markets go global: Changes impacting investment funds and where IR should focus its targeting efforts

Hear top-level economic briefings about where investment funds are flowing and what factors impact investor sentiment in different geographies. These presentations will be followed by a panel discussion about roadshow opportunities for investor relations with discussions based around exclusive data from the latest global roadshow research report.

**9.40 am** Building your brand and targeting a range of investors

Speaking to a range of experts, we discuss the importance of your IR brand in the capital markets, so that you can be seen by the Street and investors as an extension of management. We will also share best practices in how to target different funds across the whole spectrum of investors.

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**10.00 am** Morning coffee, exhibition and refreshments

### Icebreaker networking session

As you take in your morning coffee, feel free to pop around one of the stations set up in the networking area, allowing you to meet and discuss topical issues with other IR professionals from a similar market cap to yours.

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**10.30 am** The changing research dynamics between the buy side, the sell side and corporates

Discover how research dynamics are changing between the buy side, the sell side and investor relations. Discuss what IR can do to improve exposure, build analyst coverage and enhance the quality of research being written about your company.

**11.15 am** How should IR operate under a more direct model of engagement?

As more corporate access requests and engagements come direct from investors, we discuss what this means for IR, and what can be done about it.

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**12.30 pm** Lunch and exhibition

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**1.30 pm** A view from the buy side: When will the rise in ESG represent a meaningful share of buy and sell decisions?

We critically examine just how much of an impact ESG has on investment decisions, as well as discuss the other benefits of disclosure and how IR can capitalize on these. Hear directly from investors about what they expect from companies from an environmental, social or governance perspective.

**2.30 pm    Communicating on climate: How does the next generation of investors view your business risks?**

This session allows us time to go into more depth on one of the biggest ESG factors: climate action. Investigating one of the biggest mega-trends, this session will look at how the Task Force on Climate-related Financial Disclosures impacts investor relations and what it means for IR.

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**3.15 pm    Refreshment break and exhibition**

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**3.45 pm    Governance briefing: The changing nature of disclosure, transparency and shareholder rights**

This year has seen a surge in corporate governance-related reforms and advocacy efforts across many markets. We examine the collective direction of these reforms and what IR can do to stay ahead of a growing trend in governance.

**4.15 pm    Preparing for a rise in activism: Exclusive insight into new research**

Get your hands on never-before-seen data from *IR Magazine's* upcoming activism report, and learn about best practices when preparing for an activist campaign.

**4.45 pm    Summary of discussions**

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**5.00 pm    Global Top 50 Awards ceremony**

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**5.30 pm    Networking drinks reception**

## DAY 2 – THURSDAY, OCTOBER 3

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### 8.30 am Registration and breakfast

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### 9.00 am Day one recap

### 9.10 am Impact of new technologies and digitalization on investor relations

Hear about the emerging technological and digital trends IR should be aware of, and how they impact the profession, and hear more about how XBRL reporting impacts the IR profession.

### 9.45 am The impact of AI on IR and how alternative data informs investment decisions

Learn how artificial intelligence and machine learning impact investment decisions and, ultimately, investor relations. Learn how the buy-side and sell-side use alternative data such as tone & voice analysis, geospatial images and other publicly available information about your company and discuss what can be done by IR to provide more context around this data.

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### 10.30 am Morning coffee, exhibition and refreshments

#### Icebreaker networking session

As you take in your morning coffee, feel free to pop around one of the stations set up in the networking area, allowing you to meet and discuss topical issues with other IR professionals from a similar **sector** to yours.

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### 11.00 am How can you incorporate quant investors and exchange traded funds into your IR strategy

As index-trackers and quant investors increase in importance, we explore third-party databases, index inclusion policies and evaluation metrics to better understand the dynamics of so-called 'passive investing' and what IROs need to be thinking about outside of 'the equity story', research coverage and earnings calls or meetings with management.

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### 12.00 noon Lunch

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### 1.00 pm Fund focus: What do the buy-side most value from an IR team?

Learn from the buy side about its likes and dislikes when it comes to investor relations, and hear its views on different trends and policy changes taking place in global capital markets.

### 1.45 pm Closing keynote: The true value of investor relations

To finish the conference, we look ahead at how IR is evolving, and the skills and disciplines IROs need to develop in order to increase the value the profession brings to companies.

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### 2.00 pm Wrap-up and end of conference

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