

IR Magazine Forum & Awards Small Cap 2018

Wednesday, September 26, 2018
OTC Markets, New York

AGENDA

8.15 am Breakfast and registration

9.00 am Welcome to the forum: Best practice for making the most of IR

Ben Ashwell, digital editor, IR Magazine

Jason Paltrowitz, executive vice president, OTC Markets

9.10 am Research trends: Tips and tricks for an IRO to engage and expand research in a post-Mifid world

- Pre- and post-Mifid research world: What does the analyst universe look like for small-cap companies?
- How does that compare to the universe of public companies? How does the US compare to Canada?
- What makes research useful? Are there any product standards?
- How buy-side institutions access and consume research in a post-Mifid world
- Taking control of research – pros and cons

Theodore R. O'Neill, IRC, CEO, Litchfield Hills Research

9.30 am Small-cap IR 101: Starting at the top and getting the basics right

- IR by the C-suite - Balancing IR with another role, kick-starting your investor targeting program
- What role IR plays in your company's evolution: Building credibility with investors
- Getting your team together and hiring your first IRO – the skills and background you need to look for
- Making the most of your budget: What does small-cap spending on outsourcing look like?
- Measuring how effective IR is – how do other teams measure and report success to management

Matt Davis, senior analyst corporate development (M&A), Stoneridge

J. Marc Lewis, vice president of investor relations, MasTec

Loren Mortman, president, The Equity Group

Moderator: Katie Shaughnessy, business development, mid-markets, Computershare

10.30 am Refreshment break

11.00 am What the street wants: Increasing coverage and meeting expectations

- Making yourself attractive to institutions: targeting tips, which events work best for small-caps?
- Boosting analyst coverage: What the analyst universe looks like for a small-cap company
- Changing world of equity research and its impact on investor sentiment
- The economics of the research business and how it affects small and micro-cap companies
- Disclosure, access, guidance, compliance – what the buy side likes (and what it doesn't)

Jason Paltrowitz, executive vice president, OTC Markets

Jonathan Paterson, managing partner, Harbor Access

James Wong, senior VP of corporate access, Raymond James

11:45 am Trends in IR communication: A unified approach to amplifying your message

- Latest trends in shareholder communications: What a multi-faceted, seamless IR campaign looks like
- Impact of Mifid II: Changes in the IR profession, being more efficient and effective with management's time
- Getting started with mobile, video and infographics: Connecting with your on-the-go investors
- Benchmarking and measuring the effectiveness of your online and offline campaign
- What investors use: Examples of and lessons learned from successful virtual meetings to help increase engagement
- 3 ways to communicate like a company on the rise to increase investor engagement
- Creating short, sharp, visual digital content and online stories via paid and social to raise your profile

Arash Adnani, president, Blender Media

Arin Amanda Prisand, MD, head of corporate access, Mizuho Americas

Nicole Maselli, head of client strategy, OpenExchange

12.30 pm **Networking lunch and awards ceremony**

2.00 pm **Do's and don'ts of raising capital – Understanding the differences between pre-IPO and post-IPO IR**
Naomi Eichenbaum, director of investor relations, Erytech

2.30 pm **Role of IR during uncertainty – What to do and what not to**
Scott Powell, executive VP of IR, VolitionRx and CFO, Volition America

3.00 pm **Managing change: When to use an IR agency and when to hire in-house? Tips, tricks and lessons learned**
Corey Kinger, vice president of investor relations, Weight Watchers International

3.30 pm **Summary and action points**

4.00 pm **Networking drinks!**
