



IR Magazine Forum & Awards Small Cap 2019

Thursday, September 26, 2019
OTC Markets, New York

AGENDA

8.45 am **Breakfast and registration**

9.15 am **Welcome to the forum**

9.30 am **SNAPSHOT: Briefing on the macroeconomic and financial trends impacting small and micro-cap 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 activities.

- Understand forecasts for economic factors and what they mean for investor sentiment and smaller public companies
- Stay updated on the impact of regulations and how changes to corporate access and research will affect IR teams
- Take away how you can improve your targeting by gaining a better understanding of an investor's appetite for risk

9.45 am **PANEL: Building a long-term strategy: How can IR and senior management effectively work together?**

Small and micro-cap companies need to build a strong foundation for their IR strategy that looks five years ahead, rather than one or two. In this session, we will discuss where you should focus your efforts.

- Discuss what you should factor into your strategy to keep it in line with macro changes such as economic highs and lows, index investing, ESG expectations and policy changes
- Set the scene: Get your short and mid-term shareholder analysis and targeting strategies in place so that your stock is attractive to the shareholders you want to have five years from now
- How can you divide and conquer IR responsibilities with your executive team? What does your aspirational shareholder base look like and how can you achieve that?
- How can IR help drive long-term strategic growth with input into M&A strategies?

10.30 am **Refreshment break**

11.00 am **PANEL: Amplifying your message and measuring impact with social media best practices**

Busy IROs with time and resource pressures are turning to digital media to amplify their investment story. The tricky bit is engaging investors and measuring ROI.

- Discuss practical steps you can take to formulate your equity story and ensure consistent and accurate financial communications across all digital channels
- Explore the essential IR toolkit for the modern IRO, including a range of free and paid-for analytics tools that help you measure the impact of your outreach to investors, analysts and financial press

11.30 am **PANEL: Getting additional sell-side coverage, expanding investor base with innovative approaches to targeting**

At a time when fewer analysts are covering more companies, keeping analysts engaged and expanding your investor base is tougher than ever before.

- The need for analyst coverage and how to get it: Debate the pros and cons of paid-for research
- How can IR teams better access the different pools of capital out there – such as retail investors and family offices?
- Note how you can evaluate your targeting activities – what adds value and what doesn't
- Explore how cross-trading for international companies improves liquidity
- How IR can maximize management's time on the road through thoughtful broker selection
- Should a small cap host an analyst/investor day? What is the cost/value proposition?
- Creating memorable meetings and challenging the sell side to think out of the box when finding new investors

12.30 pm **Networking lunch and awards ceremony**

1.45 pm **PRESENTATIONS: Case studies from successful heads of IR at small and micro-cap companies**

- Preparing to go global: Domestic challenges vs international challenges and how to avoid common mistakes
- Getting the most value out of your external advisers: How to select and save time without compromising on quality
- Demonstrate value of IR: Quantitative and qualitative metrics to measure IR success
- Financial reporting guidelines, earnings calls dos and don'ts and shareholder meetings best practices
- Benchmark your IR program with results from IR Magazine's global research surveys: IR resources, budgets, outsourcing, time spent on IR by senior management and much more

3.00 pm **PANEL: Meet the analysts and portfolio managers: What do investors want from small-cap companies?**

Hear from a panel of small and micro-cap investors and analysts about what they most desire from IR teams.

- Investor perceptions on macro issues: How do investors view 2019-2020?
- What critical factors and risks do investors look for when making buy, sell and hold decisions?
- What changes does the investment community expect to see following Mifid II implementation?
- Hear examples of what investors and analysts feel sets an IR program apart from its peers
- Gain insight into how analysts build their models and use technology – and how you can better communicate value

3.45 pm **PANEL: Governance 101: Basic governance standards for smaller companies**

Investor stewardship is a rapidly developing trend and adhering to high governance standards can enable small caps to operate more efficiently and attract new investment.

- Explore basic practices you can implement, including introduction of independent directors and board committees
- Corporate governance outreach: How to engage responsible investors that are significant shareholders

4.15 pm **Summary and networking drinks**

IN ASSOCIATION WITH

OTC Markets

SPONSORED BY



investisdigital.



Q4

SUPPORTED BY

