



# Canada

Wednesday, May 25, 2022

In-person and virtual event  
Toronto, Canada

[Book now](#)

## AGENDA

All times are in ET

8.30 am **Registration and networking**

9.00 am **Welcome to the IR Magazine Forum – Canada 2022**

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

9.15 am **The big picture: Inflation, commodity prices and markets**

Increased oil, gold and metal prices have led to investors embracing Canada's commodity-linked stock market, protecting their portfolios from the effects of supply and inflation issues. To begin the day, we examine what changes in the macro-environment mean for Canadian companies and active, long-term investors?

- Discover what the critical drivers for the Canadian economy are and how the economic outlook will impact fund flows
- Understand how to adjust your targeting and outreach efforts to minimize volatility in the long-term
- Discuss anticipated questions around the economic outlook and learn how to successfully articulate your companies position in the context of the macro-environment

*Moderator: Steven Wade, head of event content, IR Magazine*

*Alyssa Barry, principal and co-founder, irlabs*

*Amanda Hobson, senior vice president, investor relations and treasury, Finning International*

9.45 am **Communicate your company story to a variety of stakeholders**

As shareholder bases change and investment trends continue to evolve, companies need to adapt their message and communication approach to cater to various audiences.

- Hear how to cater your communications to serve portfolio managers with varied investment approaches
- As passive and machine-based trading investments increase, learn how to increase your visibility in a digital world
- Understand how to approach retail investor marketing as the number of retail investors continues to grow

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

*Michael Barrett, vice president of investor relations and investments, Element Fleet Management*

*Katie Keita, director of investor relations, Shopify*

10.15 am **Morning coffee break**

10.45 am **Targeting and engagement in a hybrid world**

As the appetite for travel and in-person meetings returns, the level of access to management is likely to change. Our session examines the targeting opportunities and strategies to maximize IR and management's time on the road in a hybrid world.

- Discuss the predicted path forward for issuer-investor events, taking into account the underlying motivations for all participants
- Debate whether management access is becoming a commodity and whether a different approach would work
- Hear whether there is a case for extending your targeting efforts to different regions in the current environment

*Moderator: Steven Wade, head of event content, IR Magazine*

*Adam Borgatti, senior vice president of corporate development and investor relations, Aecon Group*

*Mark Fasken, co-founder and chief operating officer, Irwin*

*Beth Summers, executive vice president and chief financial officer, Superior Plus Corp*

11.45 am **The new ESG landscape and how it impacts company disclosures**

The announcement of the newly formed ISSB represents a step-change in ESG investing, moving the ESG movement closer to the mainstream through greater streamlining of standards and a heightened focus on measurement quality. This session examines the latest trends in ESG and its impact on disclosures.

- Understand the latest changes impacting ESG, and its implications for public companies
- Hear how investor and analyst expectations are changing around ESG issues
- Learn about how companies are adapting their internal systems and external communications to stay ahead of the curve on ESG issues

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

*Mark Chyc-Cies, vice president of strategy, planning and investor relations, Gibson Energy*

*Ian Tharp, capital markets communications, LodeRock Advisors*

12.30 pm **Lunch**

1.30 pm **The exchange: Exchange ideas with your peers in highly interactive roundtable discussions**

How the exchange works:

- Choose any 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 of lessons learned so you can apply these when you return to the office

Roundtable topics include:

- How do Investor Relations professionals engage management teams around ESG? **Milla Craig, president and chief executive officer, Millani**
- A practical discussion on ESG – How to communicate your business sustainability story **Paul Pierroz, principal, Springboard Advisors**
- Working with the sell-side in the new normal: **Bonita To, director of investor relations, First Quantum Minerals**
- The evolving skill requirements for IROs in 2022: **Steven Wade, head of event content, IR Magazine**

2.30 pm

#### Afternoon break

3.00 pm

#### Creating impactful analyst and investor days

We share practical advice on your investor day in this fast-paced session, specifically looking into operational delivery and creating impactful content that resonates with your investor base.

- Hear advice about how to create a seamless experience through your operational approach to the investor day
- Understand how to tailor your experience for a broader audience
- Learn about how to deliver maximum impact with the capital markets through your messaging and content shared during the investor day

*Moderator: Steven Wade, head of event content, IR Magazine  
Maeghan Albiston, vice president of capital markets, CP*

3.30 pm

#### Investor and analyst Q&A

During this open Q&A session, our panel of investors will address any concerns and questions you may have about the coming months. Use this opportunity to engage with a broad range of investors in a frank and open environment on issues such as:

- Understand the expectations from capital markets as we move into a new era of issuer-investor communications
- Hear about the factors that are influencing investor decision making in the current environment
- Learn how best to engage and inform the investment community in today's world

*Moderator: Steven Wade, head of event content, IR Magazine  
Erin Greenfield, president and portfolio manager, Greenfield Investment Management  
Janice Honeyman, investment advisor and portfolio manager, Research Capital Corporation  
Nick Szucs, Canadian equity analyst, Leith Wheeler Investment Counsel  
David Rutherford, vice president of corporate sustainability, Aviso Wealth*

4.15

#### Summary of discussions and end of the forum

*Steven Wade, head of event content, IR Magazine*