

# IR IN THE TIME OF COVID-19

IR MAGAZINE GLOBAL VIRTUAL EVENT

Thursday, April 23, 2020

Global event: Live from 9am EDT to 5pm EDT and available for replay on-demand

8.30 am **Virtual registration on the platform**

8.40 am **Welcome to the virtual forum**

[Ben Ashwell, editor, IR Magazine](#)

[Laurie Havelock, editor-at-large, IR Magazine](#)

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9.00 am **Navigating an IR program through the market volatility and uncertainty caused by Covid-19**

The coronavirus has had a significant impact on individual companies and the stock market overall in recent weeks. This has led to high levels of volatility and uncertainty, presenting unique challenges to investor relations teams around the world. In this session, you will hear insights on the recent market volatility, investor perceptions, and best practices IR teams can implement to ensure they are well positioned to navigate this uncharted territory.

[Laurie Havelock, editor-at-large, IR Magazine \(Moderator\)](#)

[Jason Oury, head of global advisory, issuer solutions, IHS Markit](#)

10.00 am **Fireside chat and Q&A with Colleen Johnston**

[Laurie Havelock, editor-at-large, IR Magazine \(Moderator\)](#)

[Colleen Johnston, chair of Unity Health Toronto, corporate director, and previously chief financial officer, TD Bank](#)

10.30 am **Managing earnings guidance when the future is so unclear**

[Laurie Havelock, editor-at-large, IR Magazine \(Moderator\)](#)

[Todd Hicks, CEO, Intelligize](#)

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11.00 am **Networking with attendees from around the globe**

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11.30 am **How companies can embrace virtual investor meetings**

As travel bans are instituted, work from home policies enforced and investment conferences cancelled, how can issuers still connect with their investors and target investors? Learn more about how to get the most out of virtual investor meetings.

[Laurie Havelock, editor-at-large, IR Magazine \(Moderator\)](#)

[Mark Grant, vice president of investor relations, GoDaddy](#)

[Jennifer Langieri, US corporate access, Fidelity Management & Research \(FMR\)](#)

[Christopher Ward, vice president of client solutions, EQ](#)

12.30 pm **How are investors responding to the coronavirus?**

In this session you will hear about how the buy side and stock markets are responding to Covid-19 and get some insight into expectations of IR teams and senior management during this time.

[Ben Ashwell, editor, IR Magazine \(Moderator\)](#)

[Richard Lacaille, global chief investment officer, State Street Global Advisors](#)

[Daniel Romito, AVP, product development and strategy, IR intelligence, Nasdaq](#)

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1.30 pm **Networking with attendees from around the globe**

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**2.00 pm** **Maintaining consistent investor communications**

This session will help issuers understand how to maintain consistent communications with the buy side, sell side and corporate access professionals from both communities during such a turbulent time.

**Ben Ashwell, editor, *IR Magazine* (Moderator)**

**Gregg Lampf, vice president of investor relations, Ciena**

**Simon Leopold, managing director, equity research, Raymond James & Associates**

**Liz Librizzi, SVP head of corporate access and advisory services, AllianceBernstein**

**Mary Turnbull, managing director, corporate access, Raymond James & Associates**

**3.00 pm** **Your questions answered: What is the role of IR during the Covid-19 crisis?**

The coronavirus will have a profound and indefinite effect on investor communications and corporate access. This session will answer some common questions, misconceptions and unknowns about the role of IR. What are the gaps between what the markets are looking for and what public companies are communicating around the coronavirus?

**Ben Ashwell, editor, *IR Magazine* (Moderator)**

**Karen Greene, vice president of customer experience, Q4**

**Matt Latino, vice president of investor relations, Xylem**

**4.00 pm** **Building and executing a crisis communications plan for coronavirus**

In this session you will learn from crisis management experts about the specific considerations you should be taking into account to build and execute a robust coronavirus response plan. What should you share with the investment community and when?

**Ben Ashwell, editor, *IR Magazine* (Moderator)**

**Simon Ball, senior vice president, product, Intrade – Digital Media**

**Davia Temin, president and CEO, Temin and Company**

**Deb Wasser, vice president of investor relations, Etsy**

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**5.00 pm** **Networking with attendees from around the globe and end of event**

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