



IR MAGAZINE THINK TANK EAST COAST

Exclusively for senior IR professionals
Thursday, April 27, 2023
New York, New York

UNIQUE FORMAT

Our unique think tank format lets you exchange practical advice on IR's most significant issues. **Short-and-sharp panel briefings** provide context on matters critical to investor relations, **followed by structured roundtable discussions** in a closed environment that allows you to **speak frankly and honestly** about your challenges and share best practices with other senior IR professionals.

Join us to hear from other IROs on how you can **cut through the current uncertainty**, communicate long-term stability and strategy to shareholders and support your company's growth into 2024. Please note: This event is *exclusively* for in-house IROs at listed companies.

AGENDA

This event is in-person only. All times are in ET (Eastern Time)

8.15 am **Registration, refreshments and networking**

9.00 am **Welcome to the IR Magazine Think Tank**

Laurence Taylor, senior conference producer, IR Magazine

9.05 am **Recession and recovery: Capital market and macro-economic trends**

We will kick off our day with this view from a **market strategist on the macro trends affecting public companies** in the US in the coming months and predictions on the path to stability and recovery. The session will set the scene with an update on inflation, interest rates, supply chain issues, **energy crisis**, politics, and how IR teams can prepare for the next 12 months.

Chris Krueger, managing director, Washington research group, TD Cowen

9.25 am **Fireside chat on fund flows: Changing investor activity and implications for IR teams**

Moderator: Laurence Taylor, senior conference producer, IR Magazine
Tom Margadonna, senior director, capital markets intelligence group, Morrow Sodali

9.45 am **Re-identifying the right investors: Building an innovative and strategic plan for targeting**

The current market is a tricky hybrid of opportunities and **unknowns for issuers and investors**. The panel discussion is focused on **re-identifying the right investors** in this new environment, evaluating targeting plans, and using innovative tools and resources to target potential investors.



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The discussion covers best practices around **expanding the list of analysts covering your stock**, managing the changing sell-side dynamics, effective prospect follow-up, and more to help **broaden the shareholder base**. We'll also explore ways to **adjust engagement strategies** for various cap sizes in a more cautious post-pandemic macro environment.

Moderator: Laurence Taylor, senior conference producer, IR Magazine
Mark Kinarney, vice president of investor relations, Lantheus
Ryall Stroud, director of capital market strategy, Irwin

10.30 am Coffee break

10.45 am Roundtables: Compare company strategies for increasing coverage and targeting

During these structured roundtables, senior IR professionals at listed companies from various cap sizes will share practical tips that have helped their team improve the **effectiveness of their targeting process** in the past 12 months.

We'll discuss ways to engage with the evolving sell-side differently, direct marketing to the buy-side, and the **nuances of blind outreach and cold calling**.

11.15 am Cutting through the fog: Getting your digital strategy, messaging and meetings right

This forward-planning session will discuss simplifying digital messaging and creating impactful investor touchpoints to encourage **shareholder confidence**. We discuss how you can find the right balance between in-person and virtual engagement and how to tailor your efforts to efficiently and **effectively engage investors** in all formats.

In addition, we will explore the **role of AI in modernizing the IR toolbox**, tips to maximize the use of management's time, strategies to engage with retail investors and advice on utilizing **social media as part of IR strategy**.

Moderator: Laurence Taylor, senior conference producer, IR Magazine
Deborah Belevan, vice president of investor relations, Duolingo
Erik Carlson, COO and CFO, Notified

12.00 pm Roundtables: Let's Chat(GPT) – Using AI for IR

With AI tools such as ChatGPT impacting almost every aspect of an IRO's role, we look at how you can use it for efficiency and creativity. We explore **using AI for competitive analysis**, writing up earnings call transcripts, preparing reports, outlining news releases, editing copy, creating images and videos, slide decks, **summarizing essential information for social media**, and so on.



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With a bit of exercise to see **if the audience can spot an AI-generated release** versus one by an IRO, we also discuss the **extent to which human intervention** and supervision are necessary – especially if the information is not publicly available.

12.30 pm Lunch

1.30 pm Managing up and managing down: Role of IR in strategic priority setting

The c-suite at public companies has several priorities to ensure they **deliver shareholder value** on the rocky road to recovery in the coming 12 months. This includes actively engaging in IR activities. What, according to the c-suite, makes for good IR? What percentage of the C-suite's **time should be spent on IR activities** across cap sizes? What key factors result in the decision to **expand the IR team** when resources are limited? How can IR, an essential function in the company, **get a seat at the executive table**?

Moderator: Laurence Taylor, senior conference producer, IR Magazine
Matt Latino, VP of finance and CFO of Americas, Xylem

2.15 pm Roundtables: Most value-adding initiatives IROs should strategically prioritize now

IR professionals must prepare for a post-pandemic dip and recovery from subsequent growth by **developing the necessary career skills**, securing the right resources and getting a seat at the table.

We'll discuss how the IR role has evolved over the last few years as access to capital gets competitive, how **IROs can adapt to gaps in the skillset**, build a diverse, well-equipped team when budgets are tight, and **prepare for the IR function of tomorrow**.

2.45 pm Overcoming fatigue: What ESG factors are critical to investors in the current market?

Investors have grown increasingly concerned with ESG metrics recently, expecting a **higher quality of disclosures, reporting and communication**. Our panel will discuss creating an ESG engagement strategy that effectively communicates risks, opportunities and stability while staying current with **upcoming trends and investor expectations**.

Essentially a discussion on how to approach ESG as an IRO, we'll cover proxy season findings, **prioritizing efforts with rating agencies**, reporting standards, new regulations, requests around in-depth environmental data, frequency of ESG communications and **sorting through the ESG maze of vendors**.



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3.15 pm **Roundtables: How peers in your sector are tackling similar issues around ESG**

Keeping on top of ESG alongside existing IR responsibilities can be challenging. We'll discuss the options for **supporting and resourcing the IR team** and strategies to deliver a concise ESG story that communicates long-term value creation to investors and wider stakeholders.

3.45 pm **Q&A with investors and analysts: Get your questions answered!**

Investors and analysts will **share their expectations for IR teams** in the next 12 months. They will offer insights into what formats of meetings are preferred, how to get the most out of each format, **predictions for various sectors**, critical ESG issues that help with decision-making and **how investors are using AI** to screen companies.

This is an opportunity to **engage directly with investors and analysts** on post-pandemic recovery plans and get your questions answered!

Moderator: Laurence Taylor, senior conference producer, IR Magazine

Anthony Mark Garcia, senior director of investment stewardship, Nuveen Responsible Investing

Michael McCarthy, head of global research support, Fidelity Management & Research

Thaddeus Pollock, portfolio manager, Cramer Rosenthal McGlynn

James Wong, head of corporate access origination, Millennium Management

4.30 pm **Closing remarks, drinks reception and networking**

Laurence Taylor, senior conference producer, IR Magazine