



# IR MAGAZINE FORUM – EUROPE

Thursday, October 6, 2022

In-person and virtual: Paris Marriott Champs Elysees Hotel, France

## DATA-DRIVEN DISCUSSIONS: OVERCOMING TODAY'S IR CHALLENGES

In a **unique new format**, the IR Magazine Forum – Europe takes **exclusive IR Magazine data** collected from thousands of responses from both heads of IR and investors and looks at solving some of the challenges our research reports have uncovered.

Join us to gain **data-driven insights** into the changing nature of investor relations in 2022 and beyond.

### AGENDA

All times are in CET

8.30 am	<b>Registration and networking</b>
8.55 am	<b>Welcome to the IR Magazine Forum – Europe</b> <b>Laurie Havelock, editor-at-large, IR Magazine</b>
9.00 am	<b>Opening keynote: Investor relations in uncertain times</b> As part of our opening keynote, we look at the impact of a bear market on investor relations priorities and activities, to prove their value, and maximize opportunity in tough times. <ul style="list-style-type: none"><li>• Understand the impact that the economic outlook will have on equities and IR officers</li><li>• Learn how investor relations can demonstrate its value to management and shareholders</li><li>• Discover how to build trust with shareholders and generate long-term relationships</li><li>• Discuss how best to prioritize your efforts as an IRO, to navigate volatile markets</li></ul> <b>Moderator: Laurie Havelock, editor-at-large, IR Magazine</b> <b>Joanna Darlington, partner, capital markets advisory, FGS Global</b>
9.30 am	<b>Delivering roadshow and corporate access success</b> Economic trends and changes to how we work and communicate approaches have drastically transformed the roadshow space. In this session, we examine how these trends impact shareholder registers and advise on strategies to maximize quality engagement with investors. <ul style="list-style-type: none"><li>• Benchmark your roadshow activities against your peers</li><li>• Understand how IR can adapt to changing shareholder bases</li><li>• Refine your roadshow approach to reflect the effects of hybrid IR on domestic and international investor engagement</li></ul> <b>Moderator: Laurie Havelock, editor-at-large, IR Magazine</b> <b>Thomas France, investor communications partner, DS NORDEN</b> <b>Sophie Palliez-Capian, vice president of corporate stakeholder engagement, BIC</b>



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10.00 am	<b>Morning refreshments and networking</b>
10.30 am	<b>ESG during a bear market</b> <p>The notion of ESG is increasingly scrutinized by a portion of the capital markets community. We debate whether the ESG backlash is a signal of maturity or if the change in perception is due to economic pressures.</p> <p>Join this session to explore sentiment around ESG in this environment, the impact of inflation and employment changes on human capital management, and changing expectations around various environmental, social, and governance factors.</p> <ul style="list-style-type: none"><li>• Debate whether the perception of ESG changes in a downcycle</li><li>• Discuss which ESG issues are becoming increasingly material for investors and issuers</li><li>• Learn about changing expectations around Human Capital Management in a recessionary environment</li></ul> <p><b>Moderator: Laurence Taylor, senior conference producer, <i>IR Magazine</i></b> <b>Joanna Darlington, partner, capital markets advisory, FGS Global</b> <b>Ronan Marc, group vice president of IR, financing and treasury, Legrand Group</b> <b>Sarah Spray, head of investor relations, A.P. Moller-Maersk</b></p>
11.30 am	<b>Tech-talk: Enhancing your digital IR strategy</b> <p>Events from the past two years have increased the importance of a digital presence for investor relations. Opportunities for investor relations officers increase as technology advances, and this session helps you understand how investor relations teams are changing their approach to technology and IR websites.</p> <ul style="list-style-type: none"><li>• Discover how investor expectations of IR websites are changing</li><li>• Stay updated on the latest technology trends impacting investor relations</li><li>• Learn about how companies are adapting their digital technical toolkit to achieve their goals better</li></ul> <p><b>Moderator: Steven Wade, head of event content, <i>IR Magazine</i></b> <b>Markus Holtz, head of investor relations, Baloise Group</b> <b>Ben Riley, UK business development specialist, Lumi Global</b></p>
12.00 pm	<b>Next-level earnings calls</b> <p>In a volatile environment, concise, consistent, and comprehensible communications are a must, especially around the financial health of your business. In this session, we explore data related to the earnings call and understand how you can refine your practices to better communicate with the market.</p>



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- Hear how investor and analyst preferences are changing with regards to earnings calls practices
- Learn how to magnify the reach for your quarterly financial messaging
- Discover how best to evaluate the impact of an earnings call

**Moderator: Tim Human, senior reporter, *IR Magazine***

**Cynthia Alers, director of investor relations, RM**

**Jean-Benoit Roquette, senior vice president of investor relations, Ubisoft Entertainment**

**Joanna Trup, head of SparkLive, London Stock Exchange**

12.45 pm

**Lunch**

1.45 pm

## **Targeting and engagement in a downcycle**

This session investigates how companies and IR professionals can access capital in the current market and explores what the investment community expects from their meetings with companies in the current environment.

- Discuss which meetings management and investors find most rewarding
- Discover how are targeting methods and criteria changing
- Find out how to adapt your approaches to reflect changes among capital market participants
- Learn how better to measure success in your targeting and engagement efforts

**Moderator: Laurence Taylor, senior conference producer, *IR Magazine***

**Daniel Alvarez, investor relations associate director, HelloFresh**

**Guillaume Moinet, co-CEO and founder, Scalens**

**Richard Whiteing, vice president, head of investor relations, SES**

2.30 pm

**Afternoon refreshments and networking**

3.00 pm

## **Progressing your IR career: Opportunities in today's environment**

Reflect on the changes to the labor market and understand to progress further in your investor relations career (and beyond.)

- Discover the additional responsibilities IR officers are undertaking
- Hear about the regional and cap-size-related differences in IR career experiences
- Learn how routes into the IR profession are changing
- Discuss the implications of these trends on running an IR team today

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

**Louis Igonet, head of investor relations, Tikehau Capital**



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3.30 pm

## Champagne roundtables

Settle down with a drink and discuss today's topics with your fellow attendees in this interactive session. Share your thoughts, experiences, challenges, and feelings while hearing your peers' advice and perspective on the most critical topics facing IROs in this environment.

- How to address geopolitical issues in your IR program – **Cynthia Alers, director of investor relations, RM**
- Environmentalism beyond decarbonization – **Lindsey Stewart, director of investment stewardship research, Morningstar**
- IR best practices during periods of economic uncertainty – **Renaud Lions, head of IR, TotalEnergies**
- How to effectively use digital platforms and messaging to attract retail investors - **Laurence Taylor, senior conference producer, IR Magazine**
- Enhancing analyst coverage in today's environment - **Tim Human, senior reporter, IR Magazine**

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

4.30 pm

## Summary and drinks reception

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