

IR Magazine Think Tank – Europe 2019

The road to recovery

Thursday, June 18, 2020, BofA Securities, London

8.15 am Breakfast and registration

9.00 am Welcome and opening remarks

9.10 am An economic forecast and the potential impact on investors' valuation assumptions

- How is the economy likely to change over the next six to 12 months?
- What factors are impacting the size and scale of Covid-19's impact on business and markets?
- How soon will the economy bounce back?
- Hear the key points on changes in investor sentiment and investment fund flows

9.30 am On the road again: Your guide to managing roadshows and corporate access

- Who to target and how: What are the benefits of searching for smaller funds and alternative pockets of capital and what are the best ways to reach growth and long-horizon investors?
- As more buy-side firms build out their corporate access teams, learn how buy-side corporate access teams work with IR and the sell side, and the best way to navigate different approaches
- How will the nature of roadshows change after the disruption of the Covid-19 crisis?

10.15 am Refreshment break

10.45 am Robots and rich media: How digital communication will change the role of IR

- Learn how to provide the right information for both your human and robot audiences
- Engage, educate and inform the investment community through innovative use of multimedia on your website
- Find out how to increase your reach and win the competition for investor and analyst attention with innovative use of your digital media channels

11.00 am The Exchange: Quickfire roundtable discussions

- Updating your IR policy to reflect the trends in company-shareholder relations
- Developing your targeting plan; How to adapt to different types of investors
- Top tips for reporting success: How to make the reporting process efficient, cost-effective and informative
- How to measure the success of IR in volatile times: What are the metrics that really matter to management?
- How to develop a really strong equity story
- Getting sales force briefings right: How to ensure your brokers are well informed about your company
- Building the role of IR in company governance practices
- How to run a great capital markets day
- The role of AI in investor communications
- Developing and maintaining your crisis communications plan
- Career development and investor relations
- Ask the analyst: Q&A with the sell side

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12.00 noon ESG views from across the investment chain

- What are the pressures being put on companies, investors and pension trustees driving ESG reporting?
- What impact are policies such as the EU Action Plan on Sustainable Finance and Shareholders Rights Directive II having on markets and your activities?
- The Fink effect: How are you implementing the standards recommended by the Task Force for Climate-related Financial Disclosures and the Sustainability Accounting Standards Board on forward-looking climate information into your work?
- How much should you be doing? Learn which disclosures should be prioritized by understanding how the buy side uses ESG ratings and disclosures to inform its decision-making
- Discover how to measure and articulate the link between culture and the sustainability of your business model

12.45 pm Table discussions on ESG integration best practice

1.00 pm Lunch and networking

2.00 pm Managing the relationship between IR and the board

- Understand how the board perceives IR on a strategic level
- How can you ensure the messages that non-executive directors and IR make in public are complementary?
- How to raise the profile of investor relations at the board level and ensure the board understands the value of IR

2.20 pm Table discussions on strategic IR

2.40 pm Open Q&A with investors and analysts

- Get all of your questions answered directly from top investors on any subject related to IR
- Hear directly from the buy side about its views on the top issues of the day
- Learn about different investment styles and how best to build a relationship with portfolio managers

3.15 pm Final thoughts