Global IR Forum 2020

Global best practice, regional outlook and sector-specific discussions

Tuesday, October 6 – Thursday, October 8, 2020

LIVE: 7 am – 6 pm UTC. Available for replay

Agenda at a glance

All times below are in UTC (Coordinated Universal Time)

TIME (UTC)	DAY 1: TUESDAY, OCTOBER 6	DAY 2: WEDNESDAY, OCTOBER 7	DAY 3: THURSDAY, OCTOBER 8
7.00 am	Spotlight on **Asia Pacific**: Outlook for markets and IR	Rethinking **IR budgets**: Re-assign or reduce?	**Active vs. passive** in the coronavirus context
8.00 am	Networking break	Networking break	Networking break
8.30 am	IR in **technology, media and telecoms**: Outlook for the sector, a view from the top and operational excellence in IR	**[Interactive session]** Remote working and reporting in 2020: How to pandemic-proof your reporting processes	IR in the **consumer non-cyclical** sector: Managing short-horizon investors and showcasing the tangible digitally
9.15 am	IR in the **basic materials** sector: Communication and compensation in commodities	**Covid-19 and climate**: Lessons learned that you can apply to your ESG program	IR in the **financial** sector: Social responsibility and shareholder requirements after the pandemic
10.00 am	**EXPO BREAK**	**EXPO BREAK**	**EXPO BREAK**
11.00 am	Spotlight on **EMEA**: Outlook for markets and IR	How will Mifid II and Covid-19 change the nature of **corporate access**?	How to meet and manage investor expectations: **Investor Q&A**
11.30 am			A view from the top: Talking business trends and the investor narrative with **Voya's CFO**
12.00 pm	Networking break	Networking break	Networking break
12.30 pm	IR in the **consumer cyclical** sector: Adapting messaging for a cyclical investor base	IR in the **finance** sector: Social responsibility and shareholder requirements after the pandemic	IR in the **industrials** sector: Storytelling, sustainability and supply chains
1.15 pm	IR in the **utilities** sector: In conversation with award winning Utilities IROs	IR in the **consumer non-cyclical** sector: Managing short-horizon investors and showcasing the tangible digitally	IR in the **healthcare** sector: Build credibility and understand how healthcare policies will impact IR
2.00 pm	**EXPO BREAK**	**EXPO BREAK/ GLOBAL IR ASSOCIATION MEETING**	**EXPO BREAK**
3.00 pm	Spotlight on the **Americas**: Outlook for markets and IR	What's the best way to engage **new investors**?	How issuers and investors are applying **new technologies**
4.00 pm	Networking break	Networking break	Networking break
4.30 pm	IR in the **financial** sector: Social responsibility and shareholder requirements after the pandemic	IR in **technology, media and telecoms**: Educating generalist investors and demonstrating your human capital efforts	IR in the **consumer cyclical** sector: Adapting messaging for a cyclical investor base
5.15 pm	IR in the **healthcare** sector: Build credibility and understand how healthcare policies will impact IR	IR in the **energy** sector: How has covid-19 affected the energy sector, investor engagement and the energy transition?	**The newly emerging IRO**: Predictions for 2021 and beyond
5.30 pm			**SUMMARY AND WRAP-UP**
6.00 pm	**SUMMARY AND END OF DAY 1**	**SUMMARY AND END OF DAY 2**	**END OF CONFERENCE**

Detailed agenda below

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Day 1: Tuesday, October 6

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7.00 am **Spotlight on Asia Pacific: Outlook for markets and investor relations**

This session will examine how regional and international investors are interpreting political risk and trade tensions in the Asia Pacific markets and how IR teams can capitalize on the reduced need for in-person roadshows.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Camilla Ayling, equity analyst, Legal and General Investment Management
Jessica Jook, chief strategy officer & VP for group IR, Canvest Environmental Protection Group
Simon Weston, fund manager, AXA Investment Management
Joshua Lee, senior portfolio manager, Bank of Singapore

8.00 am **NETWORKING BREAK**

8.30am **IR in Technology, Media and Telecoms: Outlook for the sector, a view from the top and operational excellence in IR**

In this session, you will hear a CFO's perspective on the outlook for the TMT sector, understand her views on the value of investor relations and discuss operational excellence in IR.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Inger Folkeson, chief financial officer, Digi

9.15 am **IR in the basic materials sector: Communication and compensation in commodities**

IROs in commodities are facing price volatility in the face of plunges in demand, as well as raw material risk during periods of supply chain disruption. During the basic materials session, we examine the future of commodities with the scale of passive investments in the sector, and discuss how IR can communicate about employee safety, raw material sustainability and remuneration.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Yulia Chekunaeva, director of capital markets and strategic initiatives, EN+ Group
Eline Hilal, director of IR, insurance and corporate secretary, Aluminium Bahrain

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10.00 am **EXPO BREAK**

11.00 am **Spotlight on EMEA: Outlook for markets and investor relations**

This session aims to provide insight into the speed and magnitude of the recession and consequent recovery, specifically looking at how interest rates impact debt and equity markets and the issues impacting fund flows in the EMEA region.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Rosanna Burcheri, fund manager, Artemis Funds
Shaunak Mazumder, global equities portfolio manager, Legal and General Investment
Martin Ziegenbalg, executive vice president and head of investor relations, Deutsche Post DHL

12.00 pm **NETWORKING BREAK**

12.30 pm **IR in the consumer cyclical sector: Adapting messaging for a cyclical investor base**
Discuss how to balance the long-term and short-term dynamics in your messaging to attract value investors but maintain trust with growth and GARP investors.
Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Kristin Kohler, global head of investor relations, Dufry
Lili Huang, vice president of investor relations, NagaCorp

1.15 pm **IR in the utilities sector: In conversation with award winning Utilities IROs**
Join this session to hear interviews with the utilities sector award winners from the 2020 IR Magazine Awards in Europe and the US. Award winners will discuss the impact of Covid-19 on the sector and how they ran their investor relations programs during these past 6-months.
Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Monica Girardi, head of group investor relations, Enel
Sri Maddipati, vice president of investor relations, CMS Energy

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2.00 pm **EXPO BREAK**

3.00 pm **Spotlight on the Americas: Outlook for markets and investor relations**
In this session, which examines the key points for investor relations and capital markets in the Americas we examine the impact that the US election is likely to have on the region and discuss the future of equity markets given the rise of alternative sources of funding for companies.
Moderator: Ben Ashwell, editor, *IR Magazine*
Mike Coffey, vice president of strategy, Q4
Aaron Howald, head of investor relations, Louisiana Pacific Corporation
Michael Spencer, general manager of investor relations, Microsoft

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4.00 pm **NETWORKING BREAK**

4.30 pm **IR in the financial sector: Social responsibility and shareholder requirements after the pandemic**
Understand the buyside's concerns and perspective on the sector and how to communicate with your shareholders during tough times. At a time when financial services firms need to find the delicate balance between financial health and shareholder returns, we look at how IR teams can manage expectations with their shareholders and broaden their investor base by engaging and reporting around material ESG issues in the finance sector.
Moderator: Ben Ashwell, editor, *IR Magazine*
Brooke Carillo, head of strategy and corporate development, Annaly
Chad Reed, head of investor relations, Hannon Armstrong

5.15 pm **IR in the healthcare sector: Build credibility and understand how healthcare policies will impact IR**

The global pandemic has had a significant impact on health policies and the healthcare sector globally. During this session we look at what IR can do to build management's credibility with investors at a time of increased interest. We examine how IR teams can help onboard new investors that may need bringing up to speed on the scientific details of the businesses and examine what lies ahead for M&A activity in the sector.

Moderator: Ben Ashwell, editor, *IR Magazine*
Myesha Lacy, vice president of IR and corporate communication, Adverum

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6.00 pm **SUMMARY AND END OF DAY 1**

Global IR Forum 2020

Global best practice, regional outlook and sector-specific discussions

Tuesday, October 6 – Thursday, October 8, 2020

LIVE: 7 am – 6 pm UTC. Available for replay

Day 2: Wednesday, October 7

All times below are in UTC (Coordinated Universal Time)

7.00 am **Rethinking IR budgets: Re-assign or reduce?**

The reduction in travel has saved many companies a large proportion of their IR budget, but there is still pressure on companies to look for efficiencies in how they operate. Join the debate around how IR budgets should look in the short and medium-term, and which areas need to be prioritized.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Saravanan Desigamanie, head of strategy and communications, Malakoff
David Nicol, executive vice president and chief financial officer, Metro Pacific Investments

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8.00 am **NETWORKING BREAK**

8.30 am **[Interactive session] Remote working and reporting in 2020: How to pandemic-proof your reporting processes**

Social distancing policies have disrupted how we collaborate, communicate and how we report. If the work-from-home trend continues throughout the next reporting cycles, changes need to be made to your processes to maintain quality reporting. Join this interactive session to share views and opinions on:

- Your top reporting challenges resulting from remote working and the pandemic
- How to collaborate around reporting, while ensuring the security of information while your teams are separated
- Protecting your team's mental health with the intense workload during the reporting period

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Richard Fosbury, client relations, CtrlPrint
Luke Newton, client relations, CtrlPrint

9.15 am **Covid-19 and climate: Lessons learned that you can apply to your ESG program**

The pandemic has bought into focus social and human capital however climate action is still a big factor for investor engagement and decision making. In this session we discuss how to balance the focus on ESG challenges that relate directly to the pandemic with other material issues.

In this session we also look to discuss how the pandemic has highlighted changes that IR teams can make to their systems and processes for a more robust ESG program as we head into 2021.

Moderator: Steven Wade, head of event content, *IR Magazine*
Marco Masip, head of ESG investors, Telefonica

10.00 am **EXPO BREAK**

11.00 am **How will Mifid II and Covid-19 change the nature of corporate access?**

Mifid II focused attentions on the cost of corporate access and Covid-19 opened eyes to the expanded reach of virtual meetings, but how will access to management evolve?

During this session we look at how to manage investors' increased expectation around the availability of management and examine how to improve engagement during virtual group meetings.

Finally, this session will provide advice on how to start new relationships over a virtual setting at a time when investor bases are in flux.

Moderator: Wim Allegaert, chair, BelIR
Victor Drozdov, director of business communications and investor relations, Polyus
Patrick Kofler, head of investor relations, Zalando

12.00 pm **NETWORKING BREAK**

12.30 pm **IR in the finance sector: Social responsibility and shareholder requirements after the pandemic**

Understand the buyside's concerns and perspective on the sector and how to communicate with your shareholders during tough times.

At a time when financial services firms need to find the delicate balance between financial health and shareholder returns, we look at how IR teams can manage expectations with their shareholders and broaden their investor base by engaging and reporting around material ESG issues in the finance sector.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Rob Gurner, head of investor relations, Plus500
Richard O'Connor, global head of investor relations, HSBC

1.15 pm **IR in the consumer non-cyclical sector: Managing short-horizon investors and showcasing the tangible digitally**

Discuss the best way to showcase tangible products and operations for investors in a virtual setting. Learn how the accelerated shift to e-commerce and changes in consumer behavior have changed investor thinking on consumer staples and what IR can do to manage an increased focus in the sector from short-horizon investors.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Phil Terpolilli, director of investor relations, Prestige consumer healthcare

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2.00 pm **EXPO BREAK**

3.00 pm **What's the best way to engage new investors?**

Targeting is significantly more crucial and difficult during periods of disruption, both to markets and the IR meeting schedule. During this session, we examine the best ways to build new relationships remotely.

We will specifically advise on the best ways to use alternative methods of engaging with investors and how to change your messaging and approach in a bid to enhance visibility.

Ben Ashwell, editor, *IR Magazine*
Michael Becker, executive vice president of strategic partnerships and initiatives, Business Wire
Clare-Marie Hill, corporate access, Fidelity Investments
Mark Kinarney, senior director of investor relations, Lantheus Medical Imaging

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4.00 pm **NETWORKING BREAK**

4.30 pm **IR in Technology, Media and Telecoms: Educating generalist investors and demonstrating your human capital efforts**

The global pandemic and subsequent government advice has accelerated many of the trends in accelerating growth in TMT. As a result, there has been an increase of generalist investors in the space and IR teams need to adapt their messaging accordingly.

This is happening at a time when human capital, a key asset for technology firms, is gaining focus from society and investors alike. This session will discuss the necessary changes IROs should make in their investor engagement, messaging and ESG reporting as a result.

Moderator: Ben Ashwell, editor, *IR Magazine*
Elena Rosman, vice president of investor relations, Aptiv
Lucy Rutishauser, executive vice president and chief financial officer, Sinclair Broadcast Group

5.15 pm **IR in the energy sector: How has covid-19 affected the energy sector, investor engagement and the energy transition?**

In this session we will look into the challenges that the energy sector has faced this year and learn how companies can create better liquidity and improve their access to capital through their investor relations efforts. Hear about how companies and investors are communicating during turbulent and socially distant times.

We will discuss the impact that the oil price has had on energy companies and investors in the sector and look into how the energy transition and ESG engagement have evolved as a result of the macro environment in 2020.

Moderator: Ben Ashwell, editor, *IR Magazine*
Sean Brown, chief financial officer, Gibson Energy
Brian Rice, investment officer, CalSTRS

6.00 pm **SUMMARY AND END OF DAY 2**

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Day 3: Thursday, October 8

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7.00 am **Active vs. passive in the coronavirus context**

Will Covid-19 result in a snap-back to active management, or will the trend to passive continue? We debate the impact that Covid-19 has had on market structure and the future of passive investing.

We will also explore how IR can manage their passive investor base going forward, including looking at the governance efforts as passive investors apply more pressure on ESG and what IR teams can do if they are suddenly included or excluded from an index.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Michael Green, partner chief strategist and portfolio manager, Logica Funds
Henrik von Lukowicz, senior investor relations manager, Befesa

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8.00 am **NETWORKING BREAK**

8.30 am **IR in the consumer non-cyclical sector: Managing short-horizon investors and showcasing the tangible digitally**

Discuss the best way to showcase tangible products and operations for investors in a virtual setting.

Learn how the accelerated shift to e-commerce and changes in consumer behavior have changed investor thinking on consumer staples and what IR can do to manage an increased focus in the sector from short-horizon investors.

Laurie Havelock, editor-at-large, *IR Magazine*
David Akers, head of investor relations, The a2 Milk Company

9.15 am **IR in the financial sector: Social responsibility and shareholder requirements after the pandemic**

Understand the buyside's concerns and perspective on the sector and how to communicate with your shareholders during tough times.

At a time when financial services firms need to find the delicate balance between financial health and shareholder returns, we look at how IR teams can manage expectations with their shareholders and broaden their investor base by engaging and reporting around material ESG issues in the finance sector.

Moderator: Laurie Havelock, editor-at-large, *IR Magazine*
Walid Mourad, director portfolio manager and analyst, Lazard Gulf

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10.00 am **EXPO BREAK**

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11.00 am **How to meet and manage investor expectations: Investor Q&A**

Back by popular demand, Lorenzo Crispoltoni will be sharing his views about how public companies can better help investors make informed decisions and will be answering all of your questions on the big issues of the day.

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

Lorenzo Crispoltoni, head of equity and alternative investments, Fideuram Intesa Sanpaolo

11.30 am **A view from the top: Talking business trends and the investor narrative with Voya's Chief Financial Officer**

A CFO plays a lead role in making a company's strategy and performance clear to a multitude of external stakeholders, including shareholders and buy and sell-side analysts.

To get a perspective into how the CFO viewpoint can help guide the company and its investor narrative – particularly in times when economic and other trends are impacting businesses around the globe – we sit down with Mike Smith to learn more about his perspective on all of this and how IR plays an important role in fostering strong external relationships.

Moderator: Ben Ashwell, editor, *IR Magazine*

Mike Smith, chief financial officer and interim chief risk officer, Voya Financial

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12.00 pm **NETWORKING BREAK**

12.30 pm **IR in the industrials sector: Storytelling, sustainability and supply chains**

With the Covid-19-driven economic slowdown, many industrials firms will be adversely affected by halted activities and lower commercial usage. Regain comfort in the industry by learning how to communicate around supply chain resilience and operational risk, and understand how the influx of passive investors in the sector impacts your IR and ESG program.

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

Adam Borgatti, senior vice president of corporate development and IR, Aecon

1.15 pm **IR in the healthcare sector: Build credibility and understand how healthcare policies will impact IR**

The global pandemic has had a significant impact on health policies and the healthcare sector globally. During this session we look at what IR can do to build management's credibility with investors at a time of increased interest. We examine how IR teams can help onboard new investors that may need bringing up to speed on the scientific details of the businesses and examine what lies ahead for M&A activity in the sector.

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

Josie Afolabi, director of investor relations, AstraZeneca

Andrew Swift, head of investor relations, Smith-Nephew

Tom Waldron, director of investor relations, AstraZeneca

2.00 pm **EXPO BREAK**

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3.00 pm **How issuers and investors are applying new technologies**

How is technology changing investing and investor relations? There has been much talk around how the buyside are developing artificial intelligence to assist investment decisions and how that would impact the role of IR. Technology is also making the stock market more accessible for retail investors, and we have recently seen a rising trend of retail investors. We debate whether the application of these technologies are going to have an impact on investor relations in the next decade and ask if IR teams are at risk of falling behind in terms of their technology use.

Moderator: Gary LaBranche, president and CEO, National Investor Relations Institute
John Londono, vice president of technology for issuer solutions, IHS Markit
Greg Secord, vice president of investor relations, OpenText
Vladimir Zluzhsky, head of communications and investor relations, Severstal

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4.00 pm **NETWORKING BREAK**

4.30 pm **IR in the consumer cyclical sector: Adapting messaging for a cyclical investor base**

Discuss how to balance the long-term and short-term dynamics in your messaging to attract value investors but maintain trust with growth and GARP investors.

Moderator: Ben Ashwell, editor, *IR Magazine*
Debbie Hancock, senior vice president of investor relations, Hasbro
Lori Keith, portfolio manager and director of research, Parnassus Investments

5.15 pm **The newly emerging IRO: Predictions for 2021 and beyond**

In our final session, we look to take stock of the changes in 2020, how permanently it will affect the IR profession and what lessons can be learned. We then look to the year ahead and review the skills required and challenges facing IROs over the coming 12 months.

Smooch Repovich Reynolds, managing director and partner, ZRG Partners

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5.30 pm **SUMMARY AND END OF CONFERENCE**

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