



*Timings below displayed in Eastern Standard Time (EST)*

#### **08:45 Welcome to the forum**

Opening remarks from the Chair

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

#### **08:50 [SNAPSHOT](#): Impact of Covid-19 – managing emerging risks and future outlooks for small and micro-cap IROs**

In a period of disruption to markets and IR programs there can be a risk of value-destructive IR driven by short term-ism. However, there are still opportunities to build credibility with the investor base during volatility and keep your eyes on the bigger picture. This session will take stock of the current market, the exposures on the small cap side and the current focuses for small cap IROs, provide an overview of how new regulations will affect small caps in the coming months, share how companies reacted, and how they should act moving forward.

Jason Paltrowitz, *director & executive vice president*, [OTC Markets](#)

Vlad Suglobov, *co-founder and CEO*, [G5 Entertainment](#)

AJ Krick, *chief financial officer*, [Smith-Midland](#)

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

#### **09:40 [PANEL](#): Owning the narrative: strengthening your message and ensuring the evolving market understands the story**

With an unprecedented level of volatility in the market and uncertainty in the economy, it's a challenging time to tell a consistent equity story. Public companies are encouraged to focus on their long-term value proposition, while also providing short-term operational updates. In this session, we will explore how messaging has evolved over the last year, and how you can ensure the market understands your story. We will discuss:

- Best practice examples of quality, compelling small cap communications during this period of volatility.
- Practical steps you can take to adapt your communications to address a potential new investor base.
- How companies can use the IR website and other key digital tools to enhance outreach and communication.

Jason Fooks, *vice president of investor relations & marketing*, [iStar Financial Inc.](#)

Taylor Thoen, *CEO, executive producer*, [BTV](#)

Jason Mead, *director of finance*, [Casella](#)

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

#### **10:30 [PANEL](#): Getting corporate access and investor targeting right in a virtual world**

Meeting the management team is often a key prerequisite of investing in a company. However, the opportunity to shake hands and look someone in the eye seems far away, so how can small and micro-cap companies run a successful virtual corporate access program? For virtual investor meetings how ambitious should you be with your investor targeting and engagement efforts?

- How do you run an entirely virtual roadshow, and what have been some successes and failures?
- Accessibility: what are some new approaches to corporate access?
- Expanding investor base in crisis mode: what are the best ways to continue to develop new relationships over the next year?
- What is an appropriate use of management's time?
- How do you manage expectations for virtual engagements while making sure time is used efficiently?
- Are companies planning to integrate virtual strategies into their long-term outreach plans?
- How can small cap companies get a foot in the door with large investor targeting events?

Lindsey Reardon, *corporate access manager*, [Wellington Management](#)

Loren Mortman, *president*, [The Equity Group](#)

Stan Kovler, *vice president, corporate strategy and investor relations*, [ExtremeNetworks](#)

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

**11:30 PRESENTATION: Responding to the changing investor base during Covid-19, and attracting the right investors for your company**

How has the small cap investor base evolved? Has there been a move towards passive vs active, value, or short-term investors? What does this mean for long-term prospects for small caps and liquidity?

Billy Eckert, *head of surveillance and intelligence*, [Q4](#)

Mike Coffey, *vice president of strategy*, [Q4](#)

**12:00 BREAKOUTS: Join other delegates to discuss a key topic for small caps in our interactive discussions**

In this session, delegates can participate in a secure video chat with fellow small cap IROs.

- **How to run an IR program as a small or micro-cap: how to do more with less** – From budgets to press coverage, messaging and marketing, this session will tackle the unique challenges of small and micro-cap companies, and will break down the key components of running an effective small or micro-cap IR program.

Tom Samuelson, *founder*, [Magellan yates](#)

- **Measuring IR to secure resources: taking a qualitative and quantitative look at IR's impact**- IHS Markit's latest research examines how the performance of 30 IR Magazine award winners compares with their peers. In this session we will discuss the results of the study and how IR teams can showcase their achievements to secure resources. Tune in to discover:
  - The importance of measuring IR's impact on volatility and valuation
  - Why measuring the impact of IR is important in uncertain times
  - How to drive success for IR through building strong relationships

Jason Oury, *managing director*, [IHS Markit](#)

Michael Miller, *director, IR advisory*, [IHS Markit](#)

**12:30 PANEL: Generate visibility: targeting covering analysts & how to mitigate impact of the small-cap research squeeze**

Sell-side coverage can help small and micro-cap companies gain more visibility, liquidity and trading volume. During times of crisis, a tenured sell-side analyst can also act as an extension of the IR team, helping to reassert a company's equity story. But the perfect storm of MiFID II and Covid-19 has created a situation where small caps are lacking coverage. In this session, we'll discuss how companies can stay visible to attract coverage, and what alternatives exist.

- How can global small caps react to the impact of MiFID II on their analyst coverage?
- How have small cap companies improved and increased their work with the sell-side? What are best practice strategies for engaging covering analysts?
- If companies undertake sponsored research, how do you evaluate if research is right for you?

Peter Tsvetkov, *director of investor relations*, [CTT Correios de Portugal](#)

Victoria Hyde-Dunn, *head of investor relations*, [8x8](#)

Jason Tsai, *head of investor relations*, [Synaptics](#)

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

**13:30 PANEL: Responding to increasing ESG expectations with a small cap budget**

At a time when ESG is gradually becoming an unwavering factor for investors and regulators worldwide, as well as when long-term focused ESG stocks outperform in 2020, it is challenging to know how small caps can keep up. This session will discuss what is realistic for a small cap, and how companies can look to implement an ESG offering without a big spend requirement.

- Why is ESG becoming more important for small caps?
- What will be the post-Covid-19 impact on ESG? How to manage the increasingly important element of social governance.
- How can IR prioritize and manage resources within the business?
- How does a large asset manager evaluate the ESG profile of small caps? What kind of questions to expect.

Eliza Riego, *head of product and service innovation*, **TMX**

Martin Jarzebowski, *CFA, director of responsible investing, vice president*, **Federated Hermes**

Chad Reed, *vice president of investor relations and ESG*, **Hannon Armstrong**

Ben Ashwell, *editor*, **IR Magazine**

#### **14:30 Live Q&A: Meet the portfolio managers. What do investors and analysts want from small caps at this time?**

This session gives the opportunity to have your questions answered by investors and analysts, understand how the markets are viewing key issues of the day, and what is driving current decisions.

- How are investors looking at companies differently during the current market crisis?
- What are the main priorities and concerns about small cap shares?
- What have been some solid examples of successful communication during Covid-19?

William Hensch, *portfolio manager, principal*, **Royce Investment Partners**

Heinrich Ey, *co-CIO, German & European small / mid-caps*, **Allianz Global Investors**

Gervais Williams, *head of equities*, **Premier Miton Group**

Jonathan Dickson, *vice president, international corporate services*, **OTC Markets**

#### **15:30 Summary and 1-1 networking**

Ben Ashwell, *editor*, **IR Magazine**

#### **16:00 Close of Forum**

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