

IR Magazine Forum – Small Cap 2021

Emerging stronger from the pandemic and maximizing visibility

Thursday, September 23, 2021, Virtual event

About the event

The IR Magazine Forum – Small Cap 2021 is designed specifically to help small and micro-cap issuers establish the best possible IR program as the economy recovers.

Hear from small-cap investors and issuers on the new approach to maximizing visibility, how to overcome budgetary constraints for ESG and targeting, and the industry consensus on in-person meetings over the coming months.

Agenda in detail

All times below are in ET (Eastern Time)

Time	Thursday, September 23, 2021
10.30 am	Platform opens: Meet the attendees
10.55 am	Welcome to the IR Magazine Forum – Small Cap 2021 Ben Ashwell, editor, <i>IR Magazine</i> and Corporate Secretary
11.00 am	Global investor Q&A: Perspectives from the small-cap buy-side community As the economy recovers across North America, small-cap sensitivity to economic change offers the potential for positive growth. Keep your finger on the pulse of capital markets trends to be aware of and investor sentiment for small-cap companies. Attendees in this session will: <ul style="list-style-type: none">• Discuss which are the most important emerging trends within the investment community, and where to focus your attention as a small cap• Hear feedback on the latest happenings in IR from the last 12 months• Hear perceptions and perspectives on North American small-cap stocks beyond 2021. Steve Wade, head of event content, <i>IR Magazine</i> Heinrich Ey, director, co-CIO German & European mid/small-caps, Allianz Global Investors Gervais Williams, head of equities, Premier Miton Investors
11.30 am	Staying agile in your marketing and engagement calendar: Planning for success during uncertainty

As the industry moves towards a partial move back to in-person meetings, small caps need to understand movements across the IR ecosystem and stay flexible going into 2022. To help small caps understand how IR can best operate in the next few months, this session will give insights on:

- How hybrid is being considered by the industry, and how to approach it from a budgetary, results-focused and operational sense
- How IR teams are planning for short and long-term engagements with stakeholders
- How to set targets for future interactions with stakeholders and continue to measure the success of your new approach.

Tim Human, senior reporter, *IR Magazine*

Annemarie Brissenden, investor relations, *Amarillo Gold*

Jason Fooks, senior vice president of IR and marketing, *iStar and Safehold*

James Siccardi, vice president of IR, *Energy Recovery*

12.30 pm **Meet the attendees: Networking**

Take some time to meet other attendees via a quick, one-to-one video chat. You have five minutes to introduce yourself and share contact details before you're on to meeting the next person!

12.45 pm **Stream one: The art of storytelling – Strengthening your message to attract new investors**

With global capital markets becoming more connected, small caps can benefit from improving communications with a wider pool of investors. This session will delve into:

- The benefits and challenges of putting resources toward increasing your international shareholder base
- The best tools and strategies small-cap IR can use to increase interest from international investors
- How best to tell your company story to a range of new potential investors both inside and outside of North America.

Ben Ashwell, editor, *IR Magazine and Corporate Secretary*
Iris Lubitch, founder and CEO, *EffectiveIR*

Stream two: Harnessing digital tools, virtual strategies and social media to gain a competitive advantage

With more companies considering how to incorporate virtual into their long-term strategy, this session will delve into the best ways to harness the benefits that virtual offers. We will discuss:

- How to maximize the positive impact of virtual strategies on buy-side, sell-side and corporate access.
- How IR should sit in relation to social media marketing, and how to take inspiration from IR teams leading the way.
- What new digital tools, routes and tactics can IR take to innovate the way they communicate with stakeholders?

Steve Wade, head of event content, *IR Magazine*
Scott Powell, president and CEO, *Skyline Corporate Communications Group*

1.15 pm **Overcoming the small-cap ESG challenge**

As the number of ESG funds grows, smaller companies are coming increasingly under the spotlight. This session will share practical insights on how to keep up with the required KPIs for ESG with fewer resources. Attendees will hear:

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- How IROs can interact with internal teams to create the most streamlined small-cap ESG program, where IR should sit within this process, and how to best manage resources
 - When getting started, how to avoid missing the boat on key ESG factors and ensure sufficient ESG data that tells the complete company story
 - How to address misconceptions of ESG opportunities for small cap companies.

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

Seth Frank, vice president of treasury and IR, **Hanger**

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

Neil Stewart, director of corporate outreach, **Value Reporting Foundation**

Christopher Stroh, director, situational analytics, research and analysis, **IHS Markit**

2.15 pm Meet the attendees: Networking

Take some time to meet other attendees via a quick, one-to-one video chat. You have five minutes to introduce yourself and share contact details before you're on to meeting the next person!

2.30 pm Stream one: How to run the most effective small-cap investor and analyst days

As large events in the small-cap diary serve as a critical function for building relationships with stakeholders, it's important to ensure you are organizing an effective events calendar. This session will share ideas on how to organize the most impactful large events after travel restrictions are lifted. We will discuss:

- How to ensure maximum engagement if running a virtual/hybrid event
- How to set realistic expectations and performance management programs to make sure you are using company resources efficiently
- If the event is in person, how to account for international investors that are not receptive to travel.

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

Sourabh Banerji, small-cap equity portfolio manager, **Columbia Threadneedle Investments**

Thierry Elmaleh, IR partner, **Q4**

Hunter Wells, vice president of IR, **Century Communities**

Stream two: From IRO to executive director – What does the future hold for IR?

This session will give attendees key takeaways on what the future opportunities are for the small-cap investor relations role, what you can learn in the role and what skills you can develop to prepare for the future. In this session you can:

- Hear insights on the strategy for small-cap IROs over the next few years
- Understand how IR professionals can excel in their role after the economic recovery
- Hear how senior management is currently viewing IR, and what steps you can take in your role to maximize your prospects.

Ben Ashwell, editor, **IR Magazine and Corporate Secretary**

Greg Costa, director of IR, **Hersha Hospitality**

Julie MacMedan, head of IR, **LL Flooring**

David Meniane, COO and CFO, **CarParts.com**

3.15 pm How to engage with analysts and generate visibility

As developments in the sell side continue to change the ways small-cap IROs gain visibility with investors, are there new ways of rethinking your marketing strategy? To offset the reduction in analysts covering small-cap stocks, attendees in this session can:

- Learn about new tools, routes and tactics to get access to analysts and improve visibility
- Learn about key developments regarding the sell-side research squeeze and the implications for small-cap IR as a whole
- Understand the alternatives to traditional routes of seeking covering analysts – how are IROs improving success by direct marketing?

Ben Ashwell, editor, ***IR Magazine and Corporate Secretary***

James Hasso, MD and head of small-cap equities, ***Voya Investment Management***

Lucy Lu, principal, IR, ***Sixth Street Specialty Lending***

Greg MacDonald, head of LodeRock Research, ***LodeRock Advisors***

Joseph Oltmanns, senior vice president, domestic corporate services, ***OTC Markets Group***

4.15 pm Closing remarks and end of forum

Ben Ashwell, editor, ***IR Magazine and Corporate Secretary***
