



IR MAGAZINE FORUM – SMALL CAP

Standing out in a volatile market

Thursday, September 28, 2023
AIG offices, New York

AGENDA

All times are in eastern time

8.00 am Registration, refreshments and networking

9.00 am Welcome to the IR Magazine Forum

9.15 am Setting the scene: How a volatile market impacts the small cap landscape

Our opening panel will establish the context for the rest of the day by reviewing the current state of capital markets and the macroeconomic landscape. This session will set the scene with a close-up look at fund flows, M&A and small cap concerns in challenging market conditions as well as horizon-scanning for 2024.

- Hear the challenges and opportunities presented by the economic outlook
- Debate how to navigate these challenges as a smaller public company
- Learn how to prioritize your IR activities to best adapt to the macro environment

Moderator: Steve Wade, head of content, IR Magazine

Michael Bennett, vice president of investor relations, Schnitzer Steel Industries

James Siccardi, vice president of investor relations, Energy Recovery

9.45 am Enhancing visibility: Finding, securing and managing research coverage

Given a shrinking sell-side and volatile market conditions, attracting and retaining sell-side coverage has never been more challenging. In this session, we will discuss the changes in both quality and quantity of research coverage, while examining innovative ways small cap companies can stand out against their peers. Join this panel to learn how to identify and engage relevant sell-side analysts, while leveraging subsequent research to enhance your investor outreach and communication.

- Explore how market volatility changes the relationship between small cap issuers and the sell side
- Discover best practices and strategies for building and maintaining strong relationships with analysts
- Discuss how to manage expectations and deal with both positive and negative feedback from analysts



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- Learn how to make company-sponsored research work for you and discover how to get maximum value from paid research

Moderator: Lauren McDonald, conference producer, IR Magazine

Michael Kupinski, director of research, Noble Capital Markets

Robin Sidders, head of investor relations, International General Insurance

10.15 am Coffee break and networking

10.45 am Small cap IR: Balancing priorities and defining your role

Small cap investor relations professionals face many unique challenges in their roles. Among these challenges is the prioritization of tasks against a backdrop of many competing responsibilities and stakeholder demands. With often limited resources, meeting these expectations can feel like an uphill battle with a never-ending to-do list.

In this panel, you will be encouraged to consider how to identify the most impactful IR activities within your role and how to add the most value to your company through your efforts.

- Explore which responsibilities add the most value and elevate the role of IR
- Discover how to balance priorities and allocate resources most effectively
- Learn how to streamline your IR processes and enhance your IR capabilities
- Hear how to manage expectations from stakeholders and establish parameters around your role

Moderator: Steve Wade, head of content, IR Magazine

Ami Bavishi, executive director, head of investor relations and corporate communications, Rallybio

Ed McGregor, director of investor relations, Vuzix Corporation

Judah Sokel, senior vice president of finance, Sterling

11.15 am Getting on the same page: Aligning goals and managing the expectations of your board and management team

Ensuring cohesion between IR strategy and the broader objectives of a company's vision, strategy and performance is vital. In this panel, we will examine how small cap IROs can communicate effectively and transparently with their board and management team and ensure they are on the same page regarding the company's vision, strategy, performance and risks.



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- Discuss how to set clear and realistic goals and objectives for your IR program that align with your board and management team's expectations
- Learn how to measure and report your IR achievements and impact beyond the share price
- Hear how to constructively communicate market developments and shareholder concerns

Moderator: Steve Wade, head of content, IR Magazine

David Mordy, director of investor relations, Whitestone REIT

Andrew Posen, vice president of investor relations & treasury, WOW! Internet, Cable & Phone

11.45 am Investor focus: Identifying and targeting opportunities in a crowded market

In a market already defined by a risk-aware buy side, the competition for capital is significant for small cap companies. And with sell-side research coverage on the decline, cautious investor sentiment is compounded further by a lack of visibility.

Join this panel to discuss innovative ways to establish a much-needed line of sight to investors that are most suitable for your company. We'll explore how to identify and target these investors while maximizing the resources at your disposal.

- Discover how to differentiate yourself from the crowd and showcase your company's unique value proposition and growth potential
- Learn how to conduct effective investor targeting analysis using alternative data and tools
- Discuss how to craft a compelling and consistent equity story that resonates with your investor targets
- Consider how to engage different types of investors, such as small institutions, retail investors, family offices and ESG-focused investors

Moderator: Lauren McDonald, conference producer, IR Magazine

Matthew Esposito, head of investor relations, Gannett

Mark Fasken, co-founder and chief operating officer, Irwin

Benjamin Hackman, head of investor relations, Spire

12.15 pm Lunch break

1.00 pm How to enhance the quality of your research coverage

Good research coverage is key to the success of any public company and none more so than those within the small cap universe. However, due to regulatory changes, cost pressures,



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conflicts of interest, changing sell-side dynamics, and lack of access and engagement, the quality of research coverage in recent years has been in decline and analyst forecasts are becoming more divergent. This session will cover the following:

- Learn what constitutes high-quality analyst research and why is it important for your company
- Discuss current trends and the underlying factors contributing to the quality of analyst research
- Consider what information analysts need from you to produce accurate and insightful research on your company
- Learn how to think like an analyst, and understand their models to prepare for better conversations with the people covering you
- Plan what can you do, as an IRO, to enhance your relationship with research analysts and improve the quality of research related to your company

Moderator: Lauren McDonald, conference producer, IR Magazine

Chris McGinnis, senior director of investor relations, ACCO Brands Corporation

Peter Sidoti, founder, chairman and chief executive officer, Sidoti & Company

1.30 pm ESG strategy: A current look at investor expectations, anti-ESG sentiment and small cap sustainability reporting

As expectations surrounding ESG continue to grow from both investors and regulatory bodies alike, staying ahead of the curve can be a challenging task for IR teams. For small cap teams specifically, with limited resources and often less recognition than larger peers, the challenge of integrating ESG into the company's strategy and reporting is made even greater.

Join this session for an up-to-date look at what the market is thinking regarding ESG and how small cap companies can ensure they are navigating investor concerns effectively.

- Discover how to identify and prioritize the most material ESG issues for your company and stakeholders
- Learn how to monitor and measure your ESG performance and impact
- Debate the material impact of anti-ESG sentiment on the capital markets
- Hear how small cap companies can overcome the data and disclosure hurdles to comply with the relevant ESG regulations

Moderator: Lauren McDonald, conference producer, IR Magazine

Jami Taylor, vice president of corporate affairs, Protagonist Therapeutics

Brian Valerio, senior vice president, Alliance Advisors



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2.00 pm Leveraging new technology: Balancing threat and opportunity in the emerging world of AI

Artificial intelligence (AI) is transforming the world of business, creating countless new opportunities and challenges for companies on a global scale. This new technological frontier offers potential advancement in efficiency, innovation, customer experience and competitive edge.

In our final panel of the day, we will explore the possibilities AI opens up for small cap IR teams, while also considering the concerns that its burgeoning use brings to the fore.

- Learn how to identify and assess the opportunities and challenges of AI for your company and industry
- Discover how generative AI systems can be leveraged to streamline IR functions and save your team time and resources
- Explore the risks and responsibilities of integrating AI into your business strategies

Moderator: Steve Wade, head of content, IR Magazine

John Nunziati, assistant vice president and investor relations partner, Q4

Conor Richardson, vice president of investor relations, Shattuck Labs

2.30 pm Champagne roundtable: Exchange ideas with a glass of champagne!

How the roundtables work:

- Choose any of the following topics and join the relevant roundtable
- When the bell rings, move on to the next topic of your choice and repeat
- Hear a summary of key action points from each table on each topic at the end
- Enjoy a glass of champagne or a non-alcoholic beverage!

Topics include:

- Engaging and growing your retail shareholder base
- Increasing analyst coverage: Innovation and differentiation in a crowded market
- The first 100 days: Advice for new IROs and newly public companies
- Biotech: Communicating your potential in a market downturn

3.30 pm Roundtable summary and closing remarks

4.00 pm Drinks reception and networking