

IR MAGAZINE FORUM – SMALL CAP

Friday, September 13, 2024
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 Turbulent times: Small-cap strategies for weathering the storm

Within a volatile global environment, small-cap companies are often first to feel the effects of real-world issues on capital markets. Faced with political uncertainty, soaring inflation, rising interest rates, supply chain disruptions, and the global energy crisis, these firms must be nimble and strategic to navigate the volatility successfully.

In this session, our panel will examine the unique impacts on the small-cap market and provide actionable insights for positioning your company to withstand changing headwinds:

- Unpack how the uncertain political landscape, potential policy shifts, and geopolitical conflicts could disproportionately affect small-cap investor sentiment
- Understand how investor demands and priorities may shift in this environment, and how to proactively adapt your IR strategy
- Review "lessons learned" from recent years of volatility and how to incorporate those into your risk mitigation planning

Moderator: [Lauren McDonald](#), conference producer, IR Magazine

[Adam Borgatti](#), senior vice president, corporate development & investor relations, Aecon Group

[Samir Jain](#), head of IR and treasury, PLAYSTUDIOS

[Kathleen Nemeth](#), SVP IR, Omnicell

9.45 am Small-cap ESG: Balancing demands and deliverables

For small-cap companies, responding effectively to evolving ESG initiatives and disclosures can feel like an overwhelming task. With limited budgets and countless competing priorities, dedicating meaningful resources to bolster your ESG credentials is

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easier said than done.

Yet investor demand for transparent ESG reporting and tangible progress shows no signs of slowing down. Join this panel to see how smaller issuers can punch above their weight class in the ESG space without draining precious time and capital:

- Gain clarity on current ESG reporting frameworks and learn how to balance mandatory vs. voluntary
- Get investor perspectives on their minimum ESG disclosure expectations for the small-cap market
- Hear approaches for determining which ESG metrics to prioritize when resources are limited
- Explore creative ways to integrate your compelling ESG narrative into investor communications

Moderator: [Lauren McDonald, conference producer, IR Magazine](#)
[Ken Goff, VP IR, Vimeo](#)

10.15 am Coffee break and networking

10.45 am Navigating the retail revolution

With the rise of retail investing apps, social media forums and subsequently, more accessible capital markets - the modern investor landscape contains many new and inexperienced investors. With their growing influence and unique needs, developing an approach for engaging this audience of retail holders has become paramount.

In this panel, our experts will examine how IROs can effectively engage, monitor and educate a new breed of retail investors. Join this session to:

- Gain insights into the motivations, information sources, and decision drivers for retail investors compared to their institutional counterparts
- Review the pros and cons of direct retail targeting as part of your IR program's investor marketing strategy
- Examine the new communication channels that are resonating with retail audiences today
- Get tips on crafting content, messaging, and delivery formats to build retail investor rapport and educate this audience on your company's narrative

Moderator: [Lauren McDonald, conference producer, IR Magazine](#)

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11.15 am **The lean IR machine: Crowdsourcing hacks for maximizing limited resources**

In the small-cap world, resource constraints are the norm, not the exception. As companies tighten budgets and streamline teams, IR professionals are forced to get lean and creative to keep delivering maximum impact.

But you don't have to go it alone! Join this highly interactive session to tap into the collective wisdom of your small-cap IR peers to crowdsource innovative tips, tricks and real-world hacks for doing more with less.

- Share the key pain points for your IR team and hear what challenges your peers and colleagues are also facing
- In groups, generate practical ideas and solutions to take with you back to the office
- Hear from seasoned IR professionals about their own efficient processes, budget hacks, trade secrets and outside-the-box ideas

Moderator: [Lauren McDonald](#), conference producer, IR Magazine
[Lucia Dempsey](#), senior director IR, Chesapeake Utilities Corporation
[Michael Marks](#), head of IR, Vizio

11.45 am **Hitting the bullseye: Mastering investor targeting and conversion**

In the small-cap arena, establishing a high-quality investor base is both an art and a science. Identifying the right shareholders for you is the first challenge, but compelling these potential investors to pay attention and engage with your company is where things become even more difficult.

This panel brings IR experts together for a practical discussion on the best tactics for optimizing your investor targeting and driving more effective conversion:

- Get tips on leveraging data, technology, and expert partnerships to build a highly targeted prospective investor map
- Learn how to evaluate your company's positioning and objectively assess fit for various investor types
- Hear creative approaches for packaging your company narrative to appeal to divergent investor mindsets
- See examples of innovative tactics IR teams use to stand out and capture investor attention
- Hear perspectives from the buy-side on what compels them to initiate a new small-cap position

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Moderator: Lauren McDonald, conference producer, IR Magazine
Mark Fasken, COO and co-founder, Irwin

12.30 pm Lunch break

1.30 pm Small team, big impact: Optimizing earnings calls with fewer resources

The quarterly earnings call is both the bread and butter of IR duties and a prime opportunity to spotlight your expertise to senior leadership. With months of preparation culminating in this high-stakes event, flawless execution and compelling communication are paramount.

This panel brings together proven IR professionals to share strategies for transforming your earnings call from minimum compliance into a masterclass on investor engagement:

- Discuss strategies and technologies for facilitating an engaging and informative earnings experience
- See examples of innovative ways small teams elevate production value through affordable solutions
- Hear effective methods for ensuring your management team “show up” in the best way on the day
- Learn approaches for managing Q&A smoothly and preparing for any curve balls that may come up
- Explore post-call follow-up strategies that continue converting investors on your small-cap story

Moderator: Lauren McDonald, conference producer, IR Magazine
Douglas Kris, SVP IR, Diversified Energy Co
Jennifer Kull, VP of Investor Relations, Katapult

2.00 pm Unlocking the analyst's perspective: Overcoming coverage hurdles

For small-cap companies, securing quality analyst coverage can feel like an uphill battle. With analysts overwhelmingly focused on large names dominating the market, IR teams must get creative and strategic to capture their attention and sustained focus.

This panel brings the analyst voice directly to you - providing an inside look at what drives their coverage decisions and how to position your small-cap story in the most compelling way:

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- Hear firsthand from analysts what criteria prompt them to initiate coverage on a small-cap company
- Understand the key factors and metrics analysts prioritize when evaluating small-cap investment potential
- Gain insights into analysts' preferences regarding company outreach, accessibility of management, and investor marketing efforts
- Learn strategies for deepening your relationship with analysts and keeping them engaged, even amid volatility

Moderator: [Lauren McDonald](#), conference producer, IR Magazine

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

How the roundtables work:

- Choose a topic from the selection available 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!

3.30 pm Roundtable summary and closing remarks

4.00 pm Drinks reception and networking