

IR MAGAZINE FORUM – SMALL CAP

Friday, September 13, 2024
New York

AGENDA

All times are in eastern time

8.30 am Registration, refreshments and networking

9.00 am Welcome to the IR Magazine Forum

[Steve Wade, head of content, IR Magazine](#)

9.15 am Turbulent times: Small-cap strategies for weathering the storm

Aim: to provide tactical advice around how to adapt to market volatility through your IR efforts.

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: Steve Wade, head of content, IR Magazine](#)

[Adam Borgatti, SVP, corporate development & investor relations, Aecon Group](#)

[Greg Costa, VP of IR advisory, Corbin Advisors](#)

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

10.00 am Small-cap ESG: Balancing demands and deliverables

For small-cap companies, responding effectively to evolving ESG initiatives and

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disclosures can feel like an overwhelming task. With limited budgets and countless competing priorities, dedicating meaningful resources to bolster your ESG credentials is 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: [Steve Wade](#), head of content, IR Magazine

[Ken Goff](#), VP IR, Vimeo

[Ellen Rose](#), SVP communications and investor relations, Lyell Immunopharma

10.30 am Coffee break and networking

11.15 am The lean IR machine: Tips and tricks 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.

This panel discussion will bring together expert speakers to share their insights and strategies for maximizing limited resources in IR. The panelists will discuss the key pain points and challenges facing small-cap IR teams, and share practical, real-world hacks and solutions they have implemented to do more with less.

- Hear efficient processes and budget-friendly tactics for IR teams
- Learn trade secrets and outside-the-box ideas to boost impact
- Discuss practical solutions to common IR challenges in the small-cap space

Moderator: [Steve Wade](#), head of content, IR Magazine

[Alyssa Barry](#), president, Alliance Advisors

[Lucia Dempsey](#), senior director IR, Chesapeake Utilities Corporation

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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

Moderator: Steve Wade, head of content, IR Magazine

Ashlee Dunston, director IR and public affairs, aTyr Pharma

Mark Fasken, COO and co-founder, Irwin

Jana Zinn, managing director, head of corporate access & advisory, TD Cowen, a division of TD Securities

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:

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- 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: [Steve Wade](#), head of content, IR Magazine

[Douglas Kris](#), SVP IR, Diversified Energy

[Jennifer Kull](#), VP of Investor Relations, Katapult

[Kaitlyn Mauritz](#), managing director and head of IR, Redwood Trust

[Jamie Stanton](#), senior director, investor relations, Q4

2.15 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:

- 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: [Steve Wade](#), head of content, IR Magazine

[Ritu Baral](#), managing director, health care, biotechnology, TD Securities

[Jonna Kim](#), vice president, consumer - apparel, footwear & textiles retailing/specialty stores, research, TD Securities

[Peter McGough](#), investor relations, Gambling.com Group

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Jim Siccardi, vice president of investor relations, Energy Recovery

2.45 pm **Tapping into retail: Leveraging digital channels to boost liquidity and stock growth**

For small-cap companies, attracting retail investors and improving stock liquidity can be a game-changer. With limited resources and fierce competition for attention, effectively reaching and engaging retail investors through digital channels is both a challenge and an opportunity.

Yet the power of a strong retail investor base to drive liquidity and support stock growth is undeniable. Join this panel to discover how smaller issuers can harness digital communications and marketing to expand their retail investor base:

- Gain insights into the most effective digital platforms and strategies for reaching retail investors
- Learn how to craft compelling narratives that resonate with individual investors
- Explore cost-effective ways to increase your company's visibility in the retail investment community
- Understand the impact of social media and online forums on retail investing trends
- Discover tools and metrics to measure the success of your digital retail investor initiatives

Moderator: Steve Wade, head of content, IR Magazine
Bill Kaitz, president, Liquidity Coach

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

How the roundtables work:

- Write one question on the piece of paper in front of you
- Hold up that question and ask it to your team
- Spend five minutes discussing that question as a group
- When the bell rings, move onto the next person in your group and repeat
- At the end, we'll ask you to volunteer and share any practical advice you learned with the group

3.45 pm **Roundtable summary and closing remarks**

Steve Wade, head of content, IR Magazine

4.00 pm **Drinks reception and networking**