IR Magazine Forum & Awards Small Cap 2019

Thursday, September 26, 2019
OTC Markets, New York

8.45 am **Breakfast and registration**

9.15 am **Welcome to the forum**

Ben Ashwell, editor, *IR Magazine*
Joseph Oltmanns, senior vice president, domestic corporate services, OTC Markets

9.30 am **SNAPSHOT: Impact of Mifid II – why having five analysts isn't enough anymore**

A short briefing to weigh up the pros and cons of company-sponsored research. Stay updated on the impact of global regulations on US companies and how changes to corporate access and research will affect IR teams.

Theodore O'Neill, chief executive officer, Litchfield Hills Research

9.45 am **PANEL: Building a long-term strategy: How can IR and senior management effectively work together?**

Small and micro-cap companies need to build a strong foundation for their IR strategy that looks five years ahead, rather than one or two. In this session, we will discuss where you should focus your efforts.

- Discuss what you should factor into your strategy to keep it in line with macro changes such as economic highs and lows, index investing, ESG expectations and policy changes
- Set the scene: Get your short and mid-term shareholder analysis and targeting strategies in place so that your stock is attractive to the shareholders you want to have five years from now
- How can you divide and conquer IR responsibilities with your executive team? What does your aspirational shareholder base look like and how can you achieve that?
- How can IR help drive long-term strategic growth with input into M&A strategies?

Ellen Cavaleri, director of investor relations, Kadmon
AJ Krick, chief financial officer, Smith-Midland
Joseph Oltmanns, senior vice president, domestic corporate services, OTC Markets
Jonathan Paterson, managing partner, Harbor Access

10.30 am **Refreshment break**

11.00 am **PRESENTATION: The value of corporate access – living in the Mifid II era**

Kenneth Levy, vice president of investor relations, Iridium

11.30 am **PANEL: Getting sell-side coverage, expanding investor base with best practices, new approaches to targeting**

At a time when fewer analysts are covering more companies, getting analysts engaged and expanding your investor base is tougher than ever before.

- Is there a need for analyst coverage and if so, how to get it: the pros and cons of paid-for research
- How can companies better access different pools of capital out there – such as retail investors and family offices?
- How you can evaluate your targeting activities – what adds value and what doesn't
- Explore how cross-trading for international companies improves liquidity
- How IR can maximize management's time on the road
- Should a micro or small cap host an analyst/investor day? What is the cost/value proposition?
- Creating productive meetings and collaborating with the sell-side

Noël Kurdi, director of investor relations, Nanobiotix
Loren Mortman, president, The Equity Group
Matthew Tractenberg, investor relations partner, Q4
David Whyte, chief executive officer and co-founder, Platform Group

12.30 pm Networking lunch and awards ceremony

1.45 pm **PRESENTATION: Structuring an IR program – Resource allocation, priorities, challenges and lessons learned**
Friederike Edelmann, director of investor relations, Criteo

2.15 pm **PRESENTATION: Rebranding 101 – repositioning the company to attract the right investors**
Jason Fooks, senior vice president of investor relations and marketing, Safehold

2.45 pm **PANEL: Meet the portfolio managers: What do investors want from small-cap companies?**
Hear from a panel of small and micro-cap investors and analysts about what they most desire from IR teams.

- Investor perceptions on macro issues: How do investors view 2019-2020?
- What critical factors and risks do investors look for when making buy, sell and hold decisions?
- What changes does the investment community expect to see following Mifid II implementation?
- Hear examples of what investors and analysts feel sets an IR program apart from its peers
- Gain insight into how analysts build their models and use technology – and how you can better communicate value

Evgeny Aleksandrov, founder and chief executive officer, Access Square (moderator)
James Harvey, international small cap portfolio manager, The Royce Funds
Steven Hill, senior portfolio manager – small cap, Foresters Investment Management
Keith Pinder, chief executive officer, Landon Capital

3.45 pm **PANEL: Amplifying your message and measuring impact with social media best practices**
Busy IROs with time and resource pressures are turning to digital media to amplify their investment story. The tricky bit is engaging investors and measuring ROI.

- Discuss practical steps you can take to formulate your equity story and ensure consistent and accurate financial communications across all digital channels
- Explore the essential IR toolkit for the modern IRO, including a range of free and paid-for analytics tools that help you measure the impact of your outreach to investors, analysts and financial press

Kristie Harkins, chief marketing officer, OTC Markets Group
Ian Koenig, senior vice president of strategic growth, Investis

4.15 pm Summary and networking drinks