

IR MAGAZINE THINK TANK – WEST COAST

EXCLUSIVELY FOR HEADS OF IR AND CFOS

Thursday, April 16, 2020

The Westin St. Francis, San Francisco

Capital competition, climate change and corporate access

Join us for an exclusive event for investor relations officers and finance heads to discuss the biggest issues impacting public companies and their relationships with shareholders in 2020.

08.15 Registration and refreshments

09.00 Welcome to the think tank and opening remarks

Ben Ashwell, editor, *IR Magazine*

09.10 Covid-19: Key action points for IROs

The spread of the Covid-19 virus is taking its toll on the economies, markets and businesses globally. California has been uniquely impacted and declared a state-of-emergency and this session seeks to provide clarity around how heads of IR can address the situation; practically in terms of the running of their own operations, and in terms of shareholder communications.

- What impact will market volatility arising from Covid-19 have on your role?
- What should you say to investors and analysts when discussing recent developments?
- What do the buy-side and the sell-side want to know, what questions are likely to be asked on earnings calls?
- What preparations do you need to put in place for your investor days, meetings and conferences?

09.30 The big picture: Passive to active...?

This discussion looks at the major trends impacting public companies in the US. We ask how markets and regulations are changing and what IR teams need to do to succeed in the shifting environment.

- Will we eventually see a snap back to active management?
- How will the 2020 election impact SEC rules on proxy advisory and corporate disclosure?
- Where are investment funds flowing and what does the future look like for US public companies and their IR teams?

10.30 Refreshment break

10.45 Dear CEO, how are you improving your E&S rating?

As more investors want better climate disclosures, we take a more focused look at this important ESG factor. Learn how to link environmental & social factors back to your business and disclosure activities.

- When shareholders write open letters to your CEO stating climate change is the top investor concern and request that you report against TCFD and SASB requirements, what is IR's role in handling the board and management's reaction to these requests?
- How should IR prioritize ESG activities? Understand the data sources investors use to evaluate your E&S practices, how they use this data and the extent to which it influences investment decisions
- Share practical examples about how you approach ESG in your industry and prioritizing your E&S activities

11.45 Navigating a shifting corporate access landscape

The trend of institutional investors building out their own corporate access teams continues, and this session looks at which changes IROs should make to their targeting strategies and roadshow execution.

- Understand how best to discover, engage and interact with buy-side corporate access teams, both now and in the future when these teams become even busier
- Hear exclusive insight from a report that outlines major trends in targeting, roadshow execution and measurement of marketing success
- Understand how to work with the sell side and other stakeholders when you're on the road in Europe
- How should you adapt your targeting strategy to broaden your investor base and creating meaningful meetings for management?

12.45 Lunch and networking

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13.45 The exchange: A series of roundtable discussions on IR best practice

Exchange information and ideas with your IR peers. You will have the opportunity to actively discuss two of the following topics. At the end of the session, you will hear a roundup from all the roundtable leaders so you can apply lessons learned when you return to the office. Discussion topics include:

- How to develop a really strong equity story
- Short-sellers – necessary or evil?
- Hot topics for the proxy season and evolution of proxy advisers' influence
- Maximizing your IR resources
- Understanding ETFs
- Top tips for finding new pools of capital
- Engaging investors with innovative use of media
- How will zero-commission trading impact market dynamics?
- The impact of AI on investing and IR

14.45 What the C-suite wants from IR teams

In this unique session, we speak to finance heads and seek to understand their views on the investor relations function and the skillset required to develop into a more strategic role.

- Hear from CFOs about their rise to the top and what experiences helped them get there
- Discuss how IR can broaden its remit into adjacent roles like corporate development or financial planning and analysis
- Discover different approaches to your own professional development and understand the roadmap to help you achieve your career ambitions

15.45 Summary and closing remarks

16.00 Drinks reception sponsored by NIRI San Francisco chapter

17.00 End of event