



NAVIGATING UNCHARTED WATERS

The **NIRI-CHICAGO**
Investor Relations Workshop
September 15, **2017**

NAVIGATING UNCHARTED WATERS

**“IT IS NOT DOWN ON ANY MAP;
TRUE PLACES NEVER ARE.”**

— *MOBY DICK*, Herman Melville

DO YOU KNOW WHERE YOU’RE GOING? HOW ARE YOU GOING TO GET THERE?

NAVIGATING UNCHARTED WATERS ... it’s what we do in investor relations every day. Often, there’s no map as we sail the turbulent seas of IR. Whether you’re buffeted by market, geopolitical or regulatory uncertainty or facing the headwinds of an activist campaign or the purported neutrality of passive investors, think of NIRI-Chicago’s annual IR Workshop as your personal compass to navigate the unpredictable currents and help you find your way. Join us for nationally recognized speakers, timely topics, networking and a view of the latest IR services in the Exhibitor Showcase.

BREAKFAST KEYNOTE: FIRESIDE CHAT WITH JANA’S SCOTT OSTFELD

A GLIMPSE INTO AN ACTIVIST’S PLAYBOOK

Activism continues to grow and even well-regarded companies are not immune. Abe Friedman, CEO of CamberView Partners, will moderate a discussion with Scott Ostfeld, co-portfolio manager of JANA Partners’ Strategic Investments Fund. Ostfeld will share his views of the current activism landscape and JANA’s approach to activism, including how fundamental value analysis can identify companies with one or more specific catalysts to unlock value. Attendees will gain an understanding of how an activist approaches the market, how to work constructively with an activist—and ways to avoid an approach in the first place.



PANEL DISCUSSIONS

EYE OF THE STORM: THE DYNAMICS OF ACTIVISM DEFENSE

Activism strategies are becoming more complex and a wider set of actors are launching campaigns. Companies must adapt and prepare in this dynamic environment. We'll help you prepare for and respond to an activist at every step of the campaign by using case studies to share lessons learned, best practices and thoughts on how you can respond with agility and speed if your company becomes a target.

NAVIGATING THE CURRENTS OF AN IR CAREER

IR professionals today must steer through profound changes within the profession. Our panel of recruiters and IROs will share their advice on how best to navigate your career, differentiate yourself with professional designations and experiences (such as dual roles), compensation expectations and career resources. You'll gain career planning knowledge to help you navigate to a new job, become more indispensable in your current role and/or advance to the next level.

STEERING THROUGH CAPITAL MARKET WHIRLPOOLS

Capital markets are evolving at an ever-increasing pace. Keeping up with the changes and understanding key market metrics can help you better understand trading in your stock and more effectively inform senior management. We'll cover trends such as volatility, black box trading, the passive investing onslaught and Big Data techniques for buying/selling. We'll also showcase one IRO's monitoring program for insights on steering through the inevitable market whirlpools ahead.

WORKING LUNCH & ROUNDTABLE DISCUSSIONS

It wouldn't be a day in the life of an IRO without a working lunch... so, we'll maximize your time at this year's IR Workshop by combining our midday meal with learnings from your peers and colleagues. We'll have facilitators at each luncheon roundtable to lead a discussion on top-of-mind topics as determined by you—our participants. Come to lunch with topics you'd like to discuss and be ready to share your own experiences.

SPECIAL BONUSES

EXHIBITOR SHOWCASE

Meet with key service providers to learn about the latest trends and tools that can help you do your job better and more easily.

NETWORKING RECEPTION

End the day with a beverage, appetizers and conversation with your fellow workshop participants. Don't miss our prize giveaways—you must be present to win.



CONVENIENT LOCATION

The Metropolitan Club
Willis Tower
233 S. Wacker Drive
Chicago, IL 60606

GREAT VALUE

Price includes the full-day workshop,
breakfast, lunch, cocktails and appetizers.

NIRI-CHICAGO MEMBERS

Just \$150 before August 15
(\$200 afterward)

OTHERS

\$225 before August 15
(\$275 afterward)

BREAKFAST ONLY

Free to NIRI-Chicago members and \$75 for all others

COLLEAGUE SPECIAL

NIRI-Chicago members may bring up to three company
colleagues for the member rate in place at time of
their registration.

REGISTER TODAY

<http://conta.cc/2tMKpb3>

FOR MORE INFORMATION

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NIRI-CHICAGO

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