

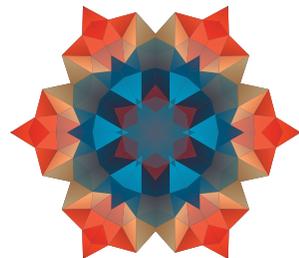


The Art + Science of IR

A NIRI-Chicago Investor Relations Workshop

Friday, September 19, 2014

THE ART + SCIENCE OF IR



This year's NIRI-Chicago IR Workshop offers nationally recognized speakers, timely topics and great takeaways. Join us for a mix of informative presentations, panel discussions and lively interactive sessions, plus ample time for networking and one-stop shopping in the Exhibitor Showcase — all on a single day and at a highly affordable price.

We will discuss trends and best practices based on data and other *science*, with due credit to *art*, including the role of experience and expert advice in making judgment calls.



Luncheon Keynote Speaker: Rick Santelli

CNBC's Rick Santelli is an insightful and often provocative voice on economic topics of interest to IR officers, from market developments to Federal Reserve actions. He'll take a break from reporting live from the floor of the Chicago Board of Trade to give us his views on economic news of the day, as well as on trends in equities and derivatives markets.

CONVENIENT LOCATION

The Metropolitan Club

Willis Tower
233 S. Wacker Drive
Chicago, IL 60606

GREAT VALUE

Price includes the workshop, continental breakfast, lunch, cocktails and appetizers.

NIRI-Chicago Members

Just \$125 before August 29
(\$175 afterward)

Others

\$200 before August 29
(\$250 afterward)

Luncheon Only

Free to NIRI-Chicago members
and \$65 for non-members

REGISTER TODAY

<http://2014irworkshop.eventbrite.com/>

FOR MORE INFORMATION

Kathy Short

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773-262-1090

PANEL DISCUSSIONS

Market Madness: Complexity & Increasing Regulatory Scrutiny

The “flash crash” made headlines in 2010. These days, we’ve escalated to “Flash Boys.” Today’s markets are faster, more complex and opaque than ever before, leading to increased regulatory scrutiny. As an IRO, how can you interpret your stock’s trading volume and price movement? **Vlad Khandros**, UBS’ head of Americas market structure and liquidity strategy, will provide insights on market structure, liquidity, dark pools, high frequency and algorithmic trading, and regulatory trends.

Boss Talk: Taking IR Beyond Basic Science

The CFOs of leading companies will discuss their views on the art and science of investor relations. How do IR and financial communication respond to the regulatory, social and economic landscapes of their companies? This lively discussion will provide concrete ideas that you can implement in your IR program.

Shareholder Activism: Friend or Foe?

Shareholder activism is clearly on the rise. Activist investors launched more than twice the number of campaigns last year versus a decade ago. Do activist investors care about long-term shareholder value creation or short-term personal gains? Hear how others have dealt with activist campaigns and how to prepare in case you pick up your phone and an activist is on the line.

Beyond the Numbers: The Art of Financial Storytelling

While investor communication is a statutory requirement, that doesn’t mean it should focus on past results alone. Investors follow company stories closely in hopes of better understanding strategy, execution and potential results. We will explore the value of a company’s story, the means to tell it, its impact on investors, and the best methods of telling a company story through IR materials to achieve fair valuation.

Boardroom Perspectives: An Insider’s View

Although IR is largely directed and executed by management, boards today must actively engage on shareholder concerns that include executive compensation, capital deployment and corporate governance. Past and current board members will explain how IR can better equip directors with impactful information on investor sentiment, shareholder engagement and governance.

INTERACTIVE SESSIONS

Global IR: Bring Your Passport

As companies and their suppliers increasingly operate and compete in a global environment, so too must IROs begin to reach out to investors worldwide. This is not easy given cultural nuances and varying investor behavior in different regions of the world — but the rewards can be worth the effort. Learn and share insights with your peers on strategies and methods to engage with international investors.

Leveraging the Sell Side: Whether 20 Analysts or 2...

Is the sell side becoming less relevant? Has the quality of coverage deteriorated? Hear authoritative insights on the value institutional investors place on sell-side analysts, their research, and their role in providing access to management. Then, enjoy a peer-to-peer discussion on managing the sell side, whether you have plenty of coverage or need to attract it.

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. Plus, you could win some great raffle prizes.





NIRI-Chicago
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