VISION 20/20
The Future of IR



The NIRI-Chicago Investor Relations Workshop

Friday, September 20, 2019

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…stay for our giveaways and great prizes.

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 $175 before August 23
($225 afterward)

NONMEMBERS
$250 before August 23
($300 afterward)

REGISTER TODAY

https://conta.cc/2xMhXJH

FOR MORE INFORMATION

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"INVESTOR RELATIONS IS FACING A CROSSROADS."

– 2019 NIRI THINK TANK REPORT

Is investor relations a strategic function…or primarily a tactically focused activity? In the future, will the C-suite seek counsel from IR practitioners, or merely view them as messengers? These questions about the future of investor relations were raised in NIRI's recent Think Tank Report: *The Disruption Opportunity*. This year's NIRI-Chicago IR Workshop brings these questions into sharp focus. Join us for insights from nationally recognized speakers, great networking and information on the latest IR services in the Exhibitor Showcase.



MORNING KEYNOTE

The Future of IR

NIRI President and CEO Gary LaBranche, FASAE, CAE, will discuss key findings of the 2019 NIRI Think Tank Report on the Future of Investor Relations – and what it all means for us in the profession.



LUNCHEON KEYNOTE

Economic Innovation: Keeping Corporations Competitive in the 21st Century

Austan Goolsbee
Chairman, President's Council of Economic Advisers (2010-2011) and Professor of Economics, University of Chicago Booth School of Business

Change is a constant – including fast-changing economic policy, global trade dynamics, advancing technologies, and shifting consumer and investor behaviors. How can your company adapt, grow and remain competitive? There's no one with more telescopic insight than Austan Goolsbee. He will discuss the influence of Washington policy decisions on the competitiveness of various industries; key macroeconomic factors, including regulatory burdens and the increasing federal deficit; and some of the major challenges facing corporations, from attracting top talent to protecting innovation in a global marketplace.

PANEL DISCUSSIONS

ESG Perspectives in View

Glasses, contacts or Lasik are not required for 20/20 vision on your company's environmental, social and governance (ESG) journey. Our panel will deliver insightful views through the lens of the buy-side, as well as from IROs with basic, intermediate and advanced experience handling ESG topics. Leverage our panel discussion and chat with fellow attendees to better examine and improve your company's ESG vision, program and communications.

The Changing Landscape of Buy-Side Access

MiFID II and the increase in passive investing have constrained access to the buy side. Today, IROs need to be more proactive in targeting domestic and international investors. This session will explore changes in how the buy-side engages with issuers and screens your access requests. You'll hear tips on how to successfully obtain meetings and best practices from buy-side and IR professionals.

Shareholder Activism: Campaigns of Tomorrow

Activism will never go away – so it's important to be prepared as activists continually evolve their themes, tactics and targets. Our panel will compare past activist campaigns to potential future campaigns, while providing advice to help prepare IROs to handle these future situations.

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