

Agenda - Morning

8:00 a.m. - 9:00 a.m. **Registration, Breakfast and Exhibitor Showcase (Oak Room)**

9:00 a.m. - 10:00 a.m. **Morning Keynote – The Future of IR**
NIRI President and CEO Gary LaBranche 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. *IRC Domain 7: Strategic Counsel and Collaboration and IRC Domain 8: Capital Markets & Capital Structure.*

Gary A. LaBranche, FASAE, CAE, President & CEO, National Investor Relations Institute

10:00 a.m. - 10:30 a.m. **Break / Exhibitor Showcase (Oak Room)**
Meet with key service providers to learn about the latest trends and tools that can help you do your job better and more easily.

10:30 a.m. - Noon **ESG Perspectives in View (Michigan Room)**
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 varying levels of 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. *IRC Domain 3: Corporate Messaging Development, Domain 4: Marketing and Outreach and Domain 10: Corporate Governance.*

Panelists:
Ross Campbell, Director of Responsible Investing, Barrow, Hanley, Mewhinney & Strauss
Eileen Gannon, Senior Vice President, Corporate Communications and Investor Relations, Workiva Inc.
Mike Steele, CFA, IRC, Vice President, Investor Relations, Zebra Technologies

Moderator: **Dan Romito,** Global Head of Investor Analytics, Nasdaq

Noon 1:30 p.m. **Luncheon Keynote – Economic Innovation: Keeping Corporations Competitive in the 21st Century (Oak Room)**
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? Austan Goolsbee 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. *IRC Domain 8: Capital Markets & Capital Structure and Domain 9: Corporate Regulatory Compliance.*

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



Agenda - Afternoon

1:30 p.m. - 2:00 p.m. **Dessert/Exhibitor Showcase (Oak Room)**
Meet with key service providers to learn about the latest trends and tools that can help you do your job better and more easily.

2:00 p.m. - 3:00 p.m. **The Changing Landscape of Buy-Side Access (Michigan Room)**
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. *IRC Domain 2: IR Planning, Implementation and Measurement and Domain 8: Capital Markets & Capital Structure.*

Panelists:
Aaron Bianco, Research Analyst, Ariel Investments
Ned Borland, Senior Vice President, Keeley Teton Advisors
Cari Walker, Chief Business Development Officer, CorpAxe

Moderator: **Kathleen Heaney,** Head of Investor Relations, Vitamin Shoppe Inc.

3:00 p.m. - 4:00 p.m. **Shareholder Activism: Campaigns of Tomorrow (Michigan Room)**
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. *IRC Domain 1: IR Strategy Formulation, Domain 3: Corporate Messaging Development and Domain 7: Strategic Counsel and Collaboration*

Panelists:
Mike Coffey, Vice President, Head of Solutions Engineering, Q4 Inc.
Keith Gottfried, Partner, Morgan, Lewis & Bockius LLP
Quentin Koffey, Partner, Senator Investment Group LP
Elizabeth Saunders, Partner, Clermont Partners

Moderator: **Karen Greene,** Investor Relations Partner, Q4 Inc**.**

4:00 p.m. - 5:00 p.m. **Networking Reception and Prize Drawing (Oak Room)**
End the day with a beverage, appetizers and conversation with your fellow workshop participants. Don't miss our prize giveaways.