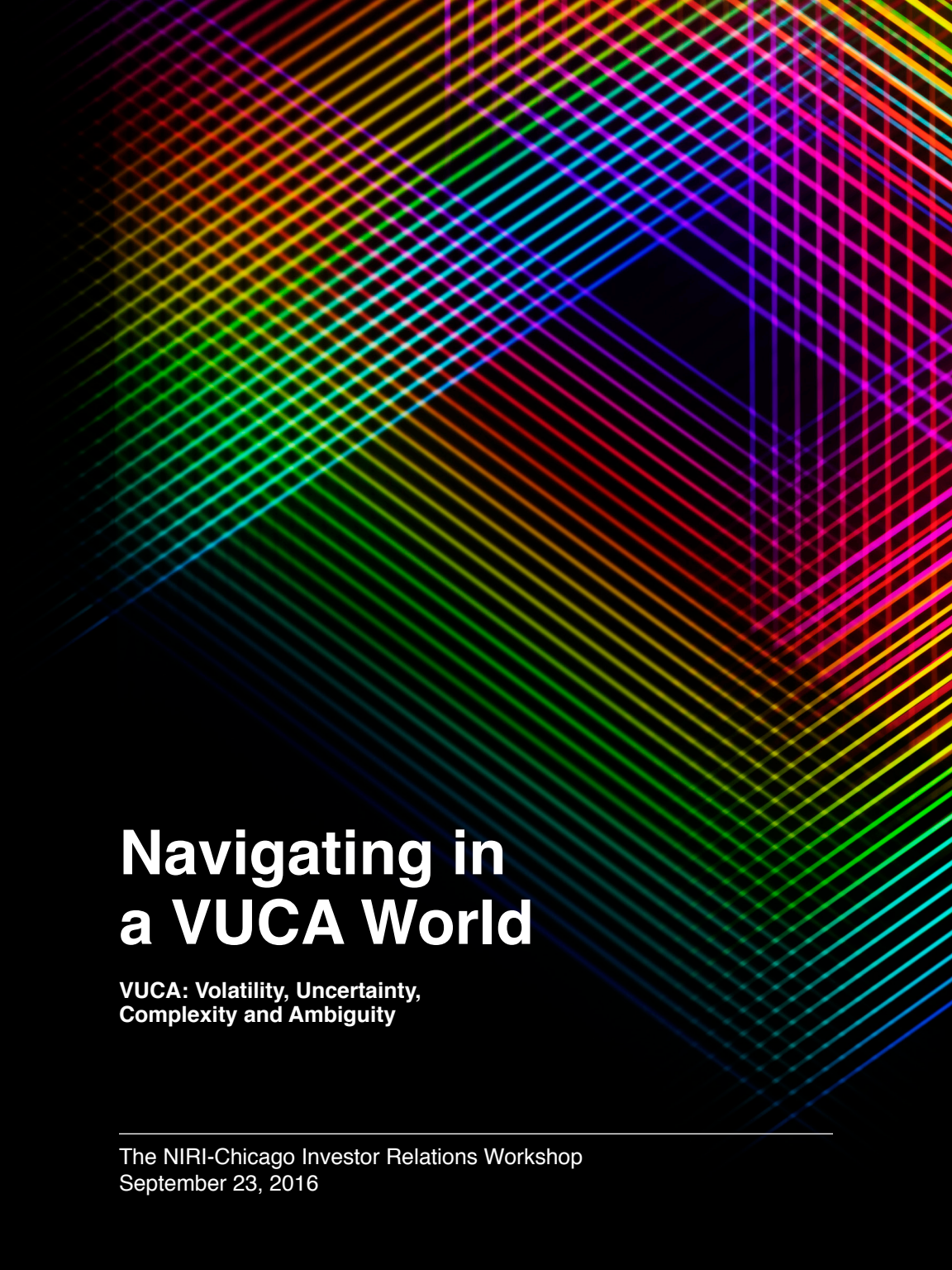

Navigating in a VUCA World

VUCA: Volatility, Uncertainty, Complexity and Ambiguity

The NIRI-Chicago Investor Relations Workshop
September 23, 2016

"The NIRI-Chicago IR Workshop is a must-do. The agenda was packed full of relevant topics and the hospitality was wonderful. For me, combining a day of meetings with Chicago-area investors with attending this informative workshop is a no-brainer."

Mark Warren
Director, Investor Relations
Vulcan Materials Company, Birmingham, AL

"The NIRI Chicago Chapter annual workshop provides a wonderful opportunity to network with fellow IR professionals and stay up to date on current topics and trends."

Michael Zimmerman
Senior Vice President
MGIC Investment Corporation, Milwaukee, WI

"As a seasoned IRO, I find the annual Chicago NIRI September workshop to be an invaluable tool to onboard professionals new to the investor relations field."

Ryan Greenier
Vice President, Investor Relations and Corporate Communications
Horace Mann, Springfield, IL

Navigating in a VUCA World

Seeing your way through volatility…managing uncertainty… dealing with complexity and executing your plans despite ambiguity. Sounds like an IRO's job description. We know and understand.

This year's NIRI-Chicago IR Workshop will help you lead your IR team with vision, enhance your understanding, and provide clarity around the issues you face so you can adapt in today's VUCA world. Join us for nationally recognized speakers, timely topics and great takeaways – all on a single day and at a highly affordable price. You'll find informative presentations, panel discussions and lively interactive sessions, plus networking and the latest IR services in the Exhibitor Showcase.



Luncheon Keynote: The Fed, the VIX and Oil – Can it be that Simple?

R. Keith Bliss
SVP, Director of Sales & Marketing
Cuttone & Co.

If only it could be simple to understand the markets. While global forces converge and diverge, can we gain actionable insights by boiling it down to what's happening with the Fed, the VIX and price of oil? Keith Bliss of Cuttone & Co., a frequent commentator on CNBC, Bloomberg and other media outlets, will tap his 30 years of experience in the global financial markets to provide his perspective on the dynamics of today's volatile and complex markets. Bliss' insights will help you clarify trends and navigate these uncertain times.

Panel Discussions

The Elephant in the Room

What does the contentious, divisive tone of elections around the world portend for trade, the regulatory environment, and global and local economies – and will it hurt the ability to get things done in an interconnected and VUCA world? Our panel of experts will explore the potential implications of today's political environment for your company and its investors.

The Speed of Change

Governance practices are changing deeply and rapidly. As the boardroom's balance of power shifts in favor of investors, smart boards are aggressively adopting new best practices and becoming more transparent than ever. Here's what you need to know as an IRO to effectively partner with your company's corporate secretary and prepare your board for the fast-paced future.

Tales from the Edge, Tips from the Trenches

A company crisis can take on many forms but by definition, always creates volatility, uncertainty, complexity and ambiguity. Our panel of IR professionals will share their real-world experiences dealing with VUCA during a crisis at a public company, from initial reaction to resolution. Beyond war stories, they'll share key lessons learned and thoughts for navigating those challenges that come (we hope) only once in an IR career.

Different Strokes: Managing the Varied Needs of the Board, Management and Investors

In a VUCA world, stakeholders keep changing their expectations of an IRO. Our group of panelists — who will bring both senior corporate perspectives and those of Wall Street — will explain their current expectations to help you satisfy their key demands and enable your company to achieve maximum stock valuation.

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 raffle (because 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 workshop, continental breakfast, lunch, cocktails and appetizers.

NIRI-Chicago Members
Just $150 before September 9
($200 afterward)

Others
$225 before September 9
($275 afterward)

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

Register Today
http://tinyurl.com/2016IRW

For More Information
Kathy Short
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773-262-1090



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Chicago, IL 60626

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