THE EVOLUTION OF IR

The NIRI Chicago Investor Relations Workshop

September 24, 2021

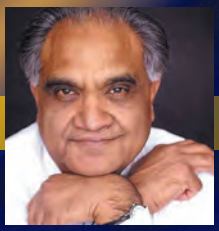
THE EVOLUTION OF **IR**

"IROs are becoming indispensable assets for the executive team and for the board."

– Harvard Business Review, May 2021

Investor relations is evolving into a strategic function from one that primarily focused on tactics. This evolution has accelerated during the COVID-19 pandemic, which created opportunities for investor relations officers to elevate their internal roles as key decision makers and thought leaders. Last year forced us to take risks, be agile and bold, and add value in new ways. This year's IR Workshop will provide insights to inform our strategic journey and meet future challenges – as well as outstanding in-person networking and IR services information in the Exhibitor Showcase.

LUNCHEON KEYNOTE SPEAKER



The Changing Role of IR

Business consultant and author Ram Charan will discuss insights derived from the *Harvard Business Review* article he co-authored in May, *The Changing Role of the Investor Relations Officer,* and the co-authors' new book, *Talent, Strategy, Risk: How Investors and Boards are Redefining TSR.*

PANEL DISCUSSIONS

C-Suite and Board Perspectives

Every day, investor relations officers are being asked to do more outside the traditional bounds of IR – including environmental, social and governance (ESG) communications and corporate strategy. In taking on these broader roles, investor relations officers also need to evolve their leadership skills to ensure their companies effectively plan and communicate to investors and other stakeholders. Our panelists have influenced this IR evolution firsthand via their C-suite and board roles. They will offer perspectives on how IR officers can excel within and beyond IR's traditional scope.

Elevate Your ESG Game

ESG topics are here to stay as a focal point in IR officers' daily conversations. As we look to the future, what do investors most want to know about your company's ESG/sustainability initiatives and successes? How do you meet or exceed stakeholders' rising ESG expectations? What should you do to better collaborate with your firm's ESG experts and make ESG work better for you and your company? Our panelists will share insights from their successful ESG programs, including strategies to help IR officers navigate ESG complexities whether you are a team of one or many.

A Broader Lens on Economic Trends

Anticipating the impact of broader economic trends is paramount to the success of investor relations professionals and the businesses they serve. IR officers can aid their organizations in navigating those trends and explaining their impact to investors. Join us for an economist's perspective on the forces most likely to shape national and global economies in the coming months and years.

Rise of the Retail Investor

While GameStop, AMC and other "meme stocks" grabbed headlines during the pandemic, these are not the only companies with a meteoric rise in the number of individual shareholders. Retail investors account for roughly 20% of stock-market activity on average and nearly one-quarter of trades on peak days, according to Citadel Securities. Our panelists will discuss the rise of the retail investor, why it matters and how IROs are addressing this increasingly active and vocal shareholder base.

NETWORKING RECEPTION

Networking Reception and Wine Tasting with Alpana Singh

We always close the IR Workshop with a networking reception, delicious appetizers and giveaways. This year, we have something extra-special – a wine tasting led by world-renowned sommelier Alpana Singh. At age 26, she became the youngest woman and only South Asian worldwide to become a master sommelier. You also may know her as a restaurateur and host of the Emmy Award-winning restaurant review show, *Check, Please!* on PBS (in Chicago, WTTW Channel 11).

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.

CONVENIENT LOCATION

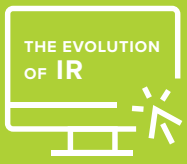
The Metropolitan
Willis Tower
233 S. Wacker Drive, 66th Floor
Chicago, IL 60606

GREAT VALUE

Price includes the full-day workshop, breakfast, lunch, cocktails and appetizers. Those who register and attend will receive their choice of a $25 Amazon or Starbucks gift card.

NIRI-CHICAGO MEMBERS
$225

NONMEMBERS
$300



REGISTER TODAY

https://conta.cc/3xleu12

FOR MORE INFORMATION

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