



- 8:00 a.m. - 8:30 a.m. Registration/Breakfast/Exhibitor Showcase (Sponsored by Broadridge)**
- 8:30 a.m. - 8:35 a.m. Welcoming Remarks**
Dee Johnson, 2015 IR Workshop Chair
- 8:35 a.m. - 9:45 a.m. Brave New World of Stock Price Movement: Dynamics of Global Trading**
- Panelists:**
Adam Frederick, CEO, Oxford Intelligence Partners
Akir Gutierrez, Director of Research, Susquehanna Financial Group
Tim Quast, President and Founder, ModernIR
Rajeev Ranjan, Policy Advisor, Financial Markets Group, Federal Reserve Bank of Chicago
- Moderator:**
Leslie Kratcoski, Vice President, Investor Relations, Snap-on Incorporated
- 9:45 a.m. - 10:30 a.m. Break/Exhibitor Showcase**
- 10:30 a.m. - 11:45 a.m. IR Going Global: When, Where, Why and How to Market/Target Abroad**
- Panelists:**
Elizabeth Allen, CFA, Manager, Investor Relations, FedEx Corp.
Rupert Della-Porta, Chief Operating Officer and Partner, Atlantic Equities
Steve Eschbach, CFA, Principal and Founder, Eschbach & Associates
Lisa Maret Traeger, Corporate Relationship Officer and Partner, Atlantic Equities
- Moderator:**
Tina Ventura, Vice President, Investor Relations, Horizon Pharma
- 11:45 a.m. - 1:00 p.m. Luncheon Keynote Speaker (Sponsored by NYSE)**
- Mark Zandi, Chief Economist, Moody's Analytics**
- 1:00 p.m. - 1:30 p.m. Dessert/Exhibitor Showcase**

1:30 p.m. - 2:30 p.m. Where is the 'Global' in Your Financials?

Panelists:

Michael Kesner, *Leader, National Compensation Practice, Deloitte Consulting*

Tavis McCourt, *Managing Director and Analyst, Raymond James*

Zachary Rosenstock, CFA, *Senior Equity Analyst, Segall Bryant & Hamill*

Kerri Thurston, *Director, Investor Relations, Garmin Ltd.*

Moderator:

Heather Wietzel, *Senior Director, Lambert, Edwards and Associates*

2:30 p.m. - 3:45 p.m. Deciphering the 'Wolf Pack'

Panelists:

Jason Alexander, *Managing Director, Georgeson*

Beth Flaming, *Partner, Sidley Austin*

Tom Johnson, *President and Head of Mergers and Acquisitions, Abernathy MacGregor*

Michael Macakanja, *Managing Director, Mergers and Acquisitions, JPMorgan Chase*

Moderator:

Larry Larsen, *Senior Vice President, Greentarget Global Group*

3:45 p.m. - 4:00 p.m. Closing Remarks

**4:00 p.m. - 5:30 p.m. Networking Reception and Prize Drawing
(Sponsored by Wells Fargo Shareowner Services)**

End the day with a beverage, appetizers and conversation with your fellow workshop participants. Plus, you could win some great prizes.