



GLOBAL CONVERGENCE: *The New IR Reality*

The NIRI-Chicago Investor Relations Workshop
Friday, September 25, 2015

GLOBAL CONVERGENCE:

The New IR Reality

This year's NIRI-Chicago IR Workshop focuses on how globalization impacts the work of investor relations officers—from “macro” influences, such as global capital flows, to U.S. market factors that affect your company's stock price. You'll gain valuable insights on global IR themes to inform your day-to-day decisions and strategy conversations with the C-suite.

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 Speaker: [Mark M. Zandi](#)
Chief Economist, Moody's Analytics

Mark Zandi directs economic research for Moody's Analytics. His research interests range widely over macroeconomic, financial market and public policy issues, and include the economic impact of tax and government spending policies and monetary policy responses to bubbles in asset markets. He has written books on the Great Recession and subprime mortgage crisis and has been widely interviewed on his economic insights by policymakers and the media alike.



PANEL DISCUSSIONS

Brave New World of Stock Price Movement: Dynamics of Global Trading

Your CEO asks why the stock is down today. This session will provide a better answer than, “More sellers than buyers, boss!” Our expert panel will discuss the effects of today’s realities, including less restrictive trading channels, advancements in trading technology, the increasing number of global indices and exchange traded funds, the rise of high frequency trading, and the greater significance of trading for risk management.

Deciphering the ‘Wolf Pack’

Groups of activist investors, each holding a relatively small stake, are effectively coordinating campaigns against specific corporate targets. Last year, *The Wall Street Journal* reported how activist investors leak their plans to a favored few to help them build alliances for campaigns at target companies. In June, it was disclosed that the SEC is investigating “wolf pack” actions and whether they require additional public disclosure. Our panelists will highlight recent instances of this “wolf pack” activism and dissect the different approaches of these various investors. Should you find a wolf pack in your stock, this session will help you advise your management team and board on the tactics they may face.

IR Going Global: When, Where, Why and How to Market/Target Abroad

Once upon a time, only the largest companies had global IR programs—but more IPOs are “going global” all the time, because that’s where the investors are. This session will discuss how to optimize the return on your global outreach, beyond diversifying your share ownership; provide insights from FedEx’s sophisticated global IR program; and offer tips for effective roadshows and IR outreach in Europe.



INTERACTIVE SESSION

Where is the 'Global' in Your Financials?

Spanning issuer, auditor and investor viewpoints, this session will focus on the nuts and bolts of financial reporting and business measurement. We'll discuss ways in which global issues, such as currency fluctuations, may influence the "analysis" element of internal benchmarking, financial reporting and guidance decisions; how analysts and investors consider these issues when evaluating companies and building models; how global issues may disrupt compensation structures; and predictions for the coming quarters.

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 prize drawing (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 4
(\$200 afterward)

Others

\$225 before
September 4
(\$275 afterward)

Luncheon Only

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

REGISTER TODAY

<http://2015irworkshop.eventbrite.com>

FOR MORE INFORMATION

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