



NIRI-New York 2008-2009 PROFESSIONAL DEVELOPMENT WORKSHOP

Thursday, November 20, 2008, 8:30 am

Crisis Communication Coaching with Joele Frank of Joele Frank, Wilkinson Brimmer Katcher

National Investor
Relations Institute

NEW YORK CHAPTER
2008-2009

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Please join us for a complimentary Professional Development workshop with Joele Frank, one of the leading practitioners in the field of Crisis Communications. Joele Frank provides strategic and tactical advice on how to communicate and manage major corporate events from both an IR and PR perspective (i.e. communications to shareholders, employees, customers, media, etc.). Joele's presentation will cover communications trends and techniques for companies dealing with issues such as friendly or hostile M&A, crisis events, restructurings, and shareholder activism.

In today's environment where a crisis seems to occur every day, come learn from an expert about best practices for navigating crisis situations.



Joele Frank is a Managing Partner at Joele Frank, Wilkinson Brimmer Katcher (JFWBK), a strategic, financial and corporate communications firm. She has developed successful investor and public relations strategies and programs for leading global corporations to achieve rapid and effective communications with the financial media, the investment community and governments during crises and merger situations. Among the many professional accolades she has received was her inclusion among the 25 PR professionals in PR Week's inaugural PR Power List (2007). She has also been named a member of Inside PR's Hall of Fame as an All-Star for Investor Relations. JFWBK was ranked number one in M&A for 2007 by Corporate Control Alert.

Ms. Frank has played a major role in over 1,000 special situations. At JFWBK, Ms. Frank has advised clients on a wide range of matters and various transactions, including representing: Microsoft in its proposal to Yahoo; SIRIUS in its pending merger with XM; US Airways in its approach to Delta; Unocal in its acquisition by Chevron (facing a competing proposal from CNOOC); Verizon in its acquisition of MCI (facing a competing proposal from Qwest); PeopleSoft in its defense against Oracle's unsolicited acquisition; and the William R. Hewlett Trust in its opposition to the HP/Compaq merger. In proxy contests and shareholder activism, Ms. Frank advised Motorola in its successful fight against Carl Icahn, as well as TD Ameritrade, Target and Ceridian against various other shareholder activists. In addition, Ms. Frank has developed financial communication strategies for clients such as Weyerhaeuser, Salesforce.com and Jones Apparel Group. Prior to founding JFWBK in 2000, Ms. Frank was Vice Chairman at Abernathy MacGregor Frank. There she led the firm's mergers and acquisitions and crisis communications practice. Previously, Ms. Frank was a Managing Director at Ogilvy Adams & Rinehart, a corporate and financial public relations firm.

REGISTER NOW!

- DATE:** Thursday, November 20, 2008
- TIME:** 8:30 – 9:00 am Registration/Breakfast
9:00 – 10:00 am Program
10:00 – 10:30 am Questions/Information Sharing
- PLACE:** New York University midtown campus
11 West 42nd Street (between Fifth & Sixth Aves.)
4th Floor, Room 41
- COST:** Complimentary to NIRI-NY members and NYU IR certificate program students

RESERVE NOW! RSVP to: cleanlists@mindspring.com