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NEW YORK CHAPTER
2011-2012

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HOW ARE IROs HARNESSING SOCIAL MEDIA AND WHAT ARE THE BEST PRACTICES?

Join NIRI NY on Thursday, April 12th, for a panel discussion that explores how investor relations officers are leveraging the power of social media to reach and engage investors. We'll discuss best practices of those on the frontier and tackle such issues as:

- Can social media be used to further your reach while saving time, or does it just create more work for your team?
- Are you able to measure social media's impact on your investor outreach in terms of investor interest, participation on earnings calls, or visits to your corporate website?
- How do companies manage internal policies regarding the use of social media?
- Is social media more effective with retail clients than institutional investors?
- How can social media be used in crisis communications?
- Are companies actively using new technologies to monitor chatter about themselves and their industries?

Moderator:
Arzu Cevik, Director and Editor of IRHub, Thomson Reuters

Panelists:

- **Friederike Edelmann, Director of Investor Relations, SAP AG**
- **Jeremiah Sisitsky, Direct of Investor Relations, Constant Contact**
- **Darrell Heaps, President & CEO, Q4 Web Systems Inc.**

Program Details:

Date: Thursday, April 12th
Location: Thomson Reuters, 3 Times Square
Registration: 6:00 pm
Program: 6:30 pm
Reception: 7:30 - 8:30 pm
Cost: $50 members/$75 non-members
RSVP: cleanlists@mindspring.com

Note; Prepayment may be made at www.paypal.com payable to cleanlists@mindspring.com

Special thanks to our host: THOMSON REUTERS

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