National Investor Relations Institute

new york chapter 2011-2012

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APRIL 17 -- PROFESSIONAL DEVELOPMENT

Taking your act on the road? Learn about best practices for non-deal roadshows

Meeting with management is an integral part of due diligence for investors, yet the amount of time your company has to meet with investors is limited. How can investor relations officers work to make the most of their time spent on roadshows?
Join NIRI-NY for a professional development workshop that explores best practices when planning non-deal roadshows (NDRs). We'll look behind the scenes at how one broker organizes and executes NDRs for its corporate partners. Topics we'll address include:

- How valuable is management access to the buy-side and why? How do roadshows fit in a company's investor outreach program?
- What questions should IROs ask when working with a broker's corporate access team?
- Who will you reach out to?
- How can IROs and corporate access desks work collaboratively?
- Can IROs market independently of their management teams?
- How does the process work once a company decides on a marketing date?
- What is the role of the analyst, corporate access desk and sales team?
- Is it possible to gauge the success of my roadshow?

Speakers – RBC Capital Markets corporate access team
Date: April 17th
Time: 6:00 pm
Location: RBC Midtown Office**,** 1211 Avenue of the Americas, 33rd Floor, Between 47th & 48th, New York, NY
FREE TO NIRI-NY MEMBERS
RSVP: cleanlists@mindspring.com

Thanks to our Professional Development sponsor, Ipreo

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Our thanks to RBC for hosting this program

RBC Capital Markets