

IR Leadership
Mastering Trust, Integrity & Credibility

Join us on Thursday, May 28th for a half day leadership event that will address how credibility and ethical challenges intersect with the investor relations role. While an IRO's interaction with outside stakeholders is largely regulated with bright line rules, there is little guidance for the gray areas and where your obligation stands to yourself, your organization, the board and shareholders.

Ben Boyd, President, Practices, Sectors & Offerings at **Edelman**, will share the results of the Edelman Trust Barometer. Of great importance to IROs is the continued decline in trust in the CEO as a credible spokesperson. Trust levels are now at 31 percent in developed markets. Ben will explore how these results can impact your business.

How IRO's deal with ethical dilemmas is the focus of the afternoon workshop, which will be led by **Thomas Donaldson**, Professor of Legal Studies and Business Ethics at **Wharton School of Business**.

The program will conclude with an interview with **Anne M. Mulcahy**, former Xerox CEO, board member of **Johnson & Johnson** and **Target**, and one of America's most revered corporate leaders. Anne will share personal strategies that guided her through her extraordinary career including fostering organizational loyalty, and achieving outstanding performance with integrity.

AGENDA - Thursday, May 28th Credit Suisse - One Madison Ave, New York, NY 10001	
1:00 – 2:00	Luncheon 2015 Trust Barometer Results and Recommendations **Ben Boyd**, President, Practices, Sectors & Offerings, *Edelman*
2:00 – 4:30	Interactive Workshop – Ethical Dilemmas in IR **Thomas Donaldson**, Professor of Legal Studies and Business Ethics *Wharton School of Business*
4:30 - 5:30	Break
5:30 – 6:00	Evening Speaker/Reception Registration
6:00 – 7:00	Guest Speaker **Anne M. Mulcahy** Former CEO, *Xerox Corporation* Board Member, *Johnson & Johnson* and *Target*
7:00 – 8:00	Reception

NOTE: Seating for the lunch and afternoon workshop is limited to 50 people.

REGISTRATION DETAILS *Attendees have the option of attending all or part of this event.*	
	MEMBER FEES
Lunch & Workshop	$50 per person
Evening Program & Reception	complimentary to members
	NON-MEMBER FEES
Lunch & Workshop	$100 per person (includes access to evening program)
Evening Program & Reception ONLY	$50 per person

CLICK HERE TO REGISTER

CREDIT SUISSE	***Special Thanks to Credit Suisse for hosting this event***