


# Agenda

## Thursday, September 24

**10:00 a.m. - 10:15 a.m.** **Welcome and Introduction**

**10:15 a.m. - 11:00 a.m.** **Evolving IR Best Practices**
Being an IRO has never been more challenging due to new technology, increasing activism, growing demands for ESG excellence and disclosures – and now, a pandemic that is making us reconsider and refine our IR playbooks. How should companies adapt and evolve? You will hear from IROs whose IR programs are at different stages of their life cycles about what they've learned and best practices to adopt.

**Panelists:**
**Jonathan Spitzer, CFA,** Senior Director, Investor Relations, Walgreens Boots Alliance, Inc.
**Deb Wasser, IRC,** Vice President, Investor Relations, Etsy, Inc.

**Moderator: Karla Kimrey, IRC,** Managing Director, Lincoln Churchill Advisors

**11:00 a.m. - 11:15 a.m.** **Break / Exhibitor Showcase**
Visit the virtual exhibit hall to learn about the latest trends and tools that can help you do your job better and more easily.

**11:15 a.m. - 12:15 p.m.** **Roundtable Discussions**
During this hour, participants will move between sessions to discuss:

- Best practices for virtual investor days
- Governance issues that are being complicated by COVID-19 (e.g., executive compensation target changes, diversity, etc.)
- How to reach investors in a world of dwindling sell-side coverage / MiFID II

**12:15 p.m. 12:30 p.m.** **Break / Exhibitor Showcase**
Visit the virtual exhibit hall to learn about the latest trends and tools that can help you do your job better and more easily.

**12:30 p.m. - 12:55 p.m.** **Lunch and Learn**

- ESG and "Greenwashing": How to Make Sure You're Seen as Walking the Talk (and How to Spot Investors That Aren't)
- Proxy 2020 Trends and the Growth of Virtual Shareholder Meetings

**12:55 p.m. - 1:00 p.m.** **Closing Remarks**




# Agenda
# Friday, September 25

**10:00 a.m. - 10:15 a.m.** **Welcome and Introduction**

**10:15 a.m. - 10:45 a.m.** **Keynote: Leadership in Times of Crisis**
**Harry Kraemer, Jr.,** Executive Partner, Madison Dearborn Partners
The COVID-19 pandemic is just one factor that is challenging business leaders like never before to successfully adapt. Harry Kraemer will discuss how we can best prepare ourselves and our organizations to emerge from this crisis as values-based leaders. Learn more about his four leadership principles: self-reflection, balance, true self-confidence and genuine humility.

**10:45 a.m. - 11:00 a.m.** **Break / Exhibitor Showcase**
Visit the virtual exhibit hall to learn about the latest trends and tools.

**11:00 a.m. - 12:00 p.m.** **IR in Times of Crisis**
On a normal day, maintaining open and transparent dialogue with investors is a key to maintain and improve stock performance. In times of crisis – think leadership changes, activist investors, financial crises and yes, global pandemics – two-way communication between investors and the company becomes even more vital. Investor relations teams must become experts at communicating in unpredictable, and sometimes volatile, environments. Our panel of IR leaders will explain how they got creative to maintain and strengthen their IR programs during crises, from creating new strategies on the fly to leveraging technology.

**Panelists:**
**Ashish Kohli, CFA,** Global Head of Investor Relations, Chipotle Mexican Grill
**Noel Ryan III, IRC,** Senior Partner, Head of the IR Practice, Vallum Advisors
**Lynn Antipas Tyson,** Executive Director, Investor Relations, Ford Motor Co.

**Moderator:** **Thomas J. Laughran,** Senior Vice President and Partner, FleishmanHillard

**12:00 p.m. - 12:15 p.m.** **Break / Exhibitor Showcase**
Visit the virtual exhibit hall to learn about the latest trends and tools.

**12:15 p.m. - 1:00 p.m.** **Understanding Today's Market Structure**
Today's increasingly complex market structure has changed trading dynamics in ways that IROs need to understand and explain to their management teams. How has the U.S. auction process evolved? What trends affect institutional and retail trading activity? Why does the majority of trading activity occur at market open and close? How do trading patterns affect ETFs – and your company's stock? Should you be concerned about share imbalances? And, what are the potential implications of the SEC's proposed change in reporting thresholds for 13F filers? Fortunately, our panel can answer these questions and help IROs understand how market structure affects their stocks today and in the future.

**Panelists:**
**Joseph Mecane,** Head of Execution Services, Citadel Securities
**Timothy Reilly,** Senior Director, Institutional Equities, New York Stock Exchange

**Moderator:** **Jason Oury,** Managing Director of Global Advisory, IHS Markit

**12:55 p.m. - 1:00 p.m.** **Closing Remarks**