View this email in your browser

New York Minute

October 2024

IN THIS EDITION

- October Insights
- Welcome: New Chapter Members
- Member Spotlight
- NextGen Corner

October Insights

Dear NIRI NY Members,

NIRI NY Members,
As we enter the heart of autumn, we're excited to present our October update, highlighting the crucial role of investor relations in navigating the challenging macroeconomic landscape. We'll share the latest news from the SEC and capital markets, but first, let's recap the key takeaways from our most recent events.

Event Highlights
We kicked off the season in September in partnership with Edelman Smithfield who hosted a very timely panel discussion *Battle for Power: How the Election Will Impact the Capital Markets*. We were lucky enough to have former Trump and Harris insiders share unique perspectives on the evolving political landscape and how it will impact companies and investors. View the full recap and takeaways here. Earlier this month, we were pleased to partner with Leave a Mark for an informative and interactive workshop on crafting narratives and how effective storytelling can enhance corporate messaging, strengthen investor confidence and deepen engagement. When crafting your next corporate/investment narrative

UPCOMING EVENTS

November 19-20

Financial Information Essentials, Virtual Register here

December 4-6

Senior Roundtable Annual Meeting, San Diego, California

Register here

December 5, 2024

Shareholder Services Association (SSA) Event, Basking Ridge, New Jersey

Register here

SSA is holding a free regional meeting to help shareholder services professionals connect to

or investor day, use these three elements to support your messaging:

1. Human Element - elicit emotion to support a message
2. Objective Element - use external sources & facts to support your message
3. Spicy Element - make it memorable!

Looking ahead, one of NIRI's most unique programs is the Senior Roundtable Table (SRT), a network of senior-level NIRI IR members. This year, the SRT conference will be held in San Diego, December 4-6, 2024. This event addresses the leading trends and issues impacting IR presented in a variety of formats featuring expert speakers and member-led discussions. There will also be ample time for SRT members to network and mingle. Visit the link here to see if you eligible to apply.

SEC Update

In case you missed it, the SEC announced action against DraftKings for a Reg FD violation related to a social media post on the CEO's personal LinkedIn and X accounts made by the company's PR firm. The SEC has previously provided guidance on utilizing social media for material disclosures, and NIRI's recently updated "*Standards of Practice for Investor Relations – Disclosure, Seventh Edition*," thoroughly addresses this subject. These are compelling reads for all IR professionals and advisors.

Earnings Update

At this stage of the Q3 earnings season, the S&P 500 is reporting mixed results according to FactSet. This Wall Street Journal article here summarizes the quarter well, "Even though the American economy remains robust, the companies reporting so far have shared outlooks that many investors view as good, but not great." As the article states, "political jitters" related to the upcoming U.S election have only added to the pressure and volatility.

Membership Spotlight

This month's Member Spotligh features **Melanie Dambre**, a new member of NIRI NY, and VP, Investor Relations at **Criteo**. Melanie is an experienced investor relations professional with over a decade at FTI Consulting, where she specialized in strategic communications, ESG, and shareholder activism. Now leading IR at Criteo, she

share experiences, discuss common challenges and hear from industry experts

See entire calendar

WELCOME NEW MEMBERS!

Nancy Gaillas, **Wyndham Hotels & Resorts, Inc.**
Jared Pollack, **ICR, LLC**
Cassandra Wade, **Korn Ferry**
Ryan Wallace, **PayPal Holdings, Inc.**

PARTNER PERSPECTIVE

Look forward to our next Partner Perspective in our next November newsletter!

simplifies AdTech narratives for investors, prioritizing transparency and trust with the C-suite. Her role includes cross-functional collaboration, ESG strategy, and guiding investor perceptions on key initiatives. Passionate about relationship-building and learning, she sees AI as transformative for IR. Outside of work, her mantra is "never give up," and she holds a special connection to Nepal, where she spent two memorable months.

As we enter the last months of the year, be on the lookout for a “save the date” for our upcoming holiday party in December where I look forward to seeing you all!

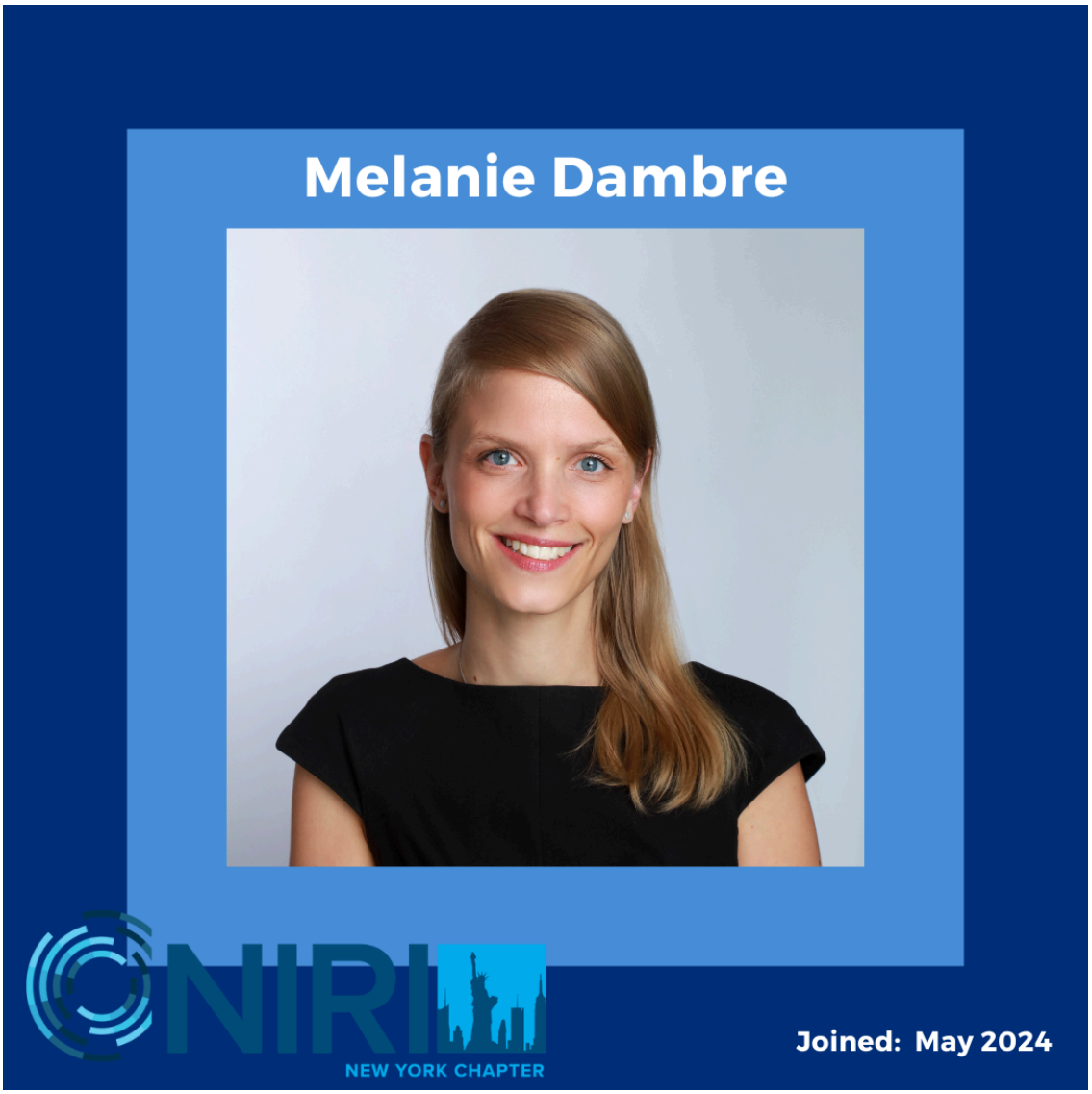
In closing, I encourage all of you to participate in NIRI’s membership survey. We appreciate your input as we prepare for the 2024-2025 season and would like to hear from you directly to help inform our programming for the year ahead. The link is here and I we look forward to hearing from you!

As always, I would encourage you to stay connected with the NIRI NY chapter by following us on Twitter, LinkedIn, and checking out the latest information on our website.



All the Best,
Laura Kiernan
President, NIRI New York Chapter
president@niriny.org

Find us here: NIRI NY Board and NextGen Committee



Member Spotlight

Melanie Dambre joins us for this month's **Member Spotlight!** Here are a few snippets from our conversation. Please read the complete profile here!

"I truly enjoy building and cultivating long-term relationships with the investment community."

"It's important to manage what's controllable and to comprehend and clearly articulate what's beyond your control."

"Becoming comfortable with discomfort helps you progress in every aspect of life."

Please let us know if you'd like to be featured in the **Member Spotlight**.

NIRI NextGen

NIRI NY NextGen hosted its first social event of the 2024-2025 season on October 2nd at Glass Ceiling Nomad! It was a wonderful night as attendees networked with new and prospective NIRI members and caught up with familiar faces.

We are in the process of planning our next event. Be on the lookout for more information and a formal invitation in the coming weeks.

If you are interested in helping the NIRI NextGen committee or have program ideas for this upcoming year, please contact Emily Mohr, President, NIRI NY NextGen at nirinextgen@niriny.org. If you know a potential NextGen member, please reach out to Ailsa Wells (ailsa@getirwin.com)

Your NIRI National Profile Data

Please review/update your profile data (company, title, email, phone number) in the NIRI National portal by clicking here.

Twitter Website Email LinkedIn



NIRI

Copyright ©2024 NIRI NY, All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.