



irc INVESTOR
RELATIONS
CHARTER™

The New Standard for IR Professionals



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The New Standard for IR Professionals



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**CERTIFICATION
OVERVIEW**

www.niri.org



You're Invited to Set the Standard

The **Investor Relations Charter (IRC™)** Program established a new benchmark for investor relations professionals

In the world of business, investor relations officers already stand apart

As an IR practitioner, you belong to a profession that requires a particular set of skills. Your daily work demands a delicate balance between the broad and the specific. You simultaneously navigate, analyze and react to the constantly shifting minutiae of the markets, while keeping the corporate ship steady. On any given day, you are called upon to act as a communicator, a capital-markets strategist, a public relations spokesperson, and a financial expert.

You operate at the center of everything

Few people within any corporation possess more influence and wherewithal to impact their companies' future prospects than IR professionals. The collective responsibility held by IR practitioners on behalf of companies, their employees, and, of course, their investors, is—to say the least—substantial. Such a level of responsibility demands that IR practitioners develop and cultivate a benchmark level of competence and expertise.

That benchmark has arrived with the **Investor Relations Charter (IRC™)** Program.



Created by IR Professionals for IR Professionals

Developed and managed by the National Investor Relations Institute (NIRI), the IRC Program not only establishes a framework for what defines the profession of investor relations, it likewise provides IR practitioners with the opportunity to demonstrate their knowledge, their expertise, and their commitment to answering to the highest standards within the profession.

“NONE OF US MAJORED IN INVESTOR RELATIONS. WE ALL ARRIVED IN THIS FIELD FROM SOMEWHERE ELSE, SO CERTIFICATION PROVIDES A COMMON BASIS, A BENCHMARK ... ACROSS THE WHOLE PROFESSION.”

BOB BURTON

CHAIR, CERTIFICATION COUNCIL
MANAGING DIRECTOR,
FINANCIAL COMMUNICATIONS
LAMBERT, EDWARDS & ASSOCIATES

Define the Profession Refine the Professional

Taking the **Art & Science of IR** into the future

What makes the IRC Program relevant to investor relations?

A meticulous and ongoing grounding in professional practice.

The IRC is not an academic exercise or a theoretical trophy. The IRC certification is grounded in the real-world practice of IR and developed by *experienced* IR practitioners.

In developing the IRC, NIRI started with a Job Task Analysis to identify the knowledge and specific skills required to work in IR. More than 100 volunteer IROs helped develop and refine the program, construct exam questions, and establish guidelines for the evaluation of candidate performance.

Putting knowledge into practice

Merely assessing a candidate's knowledge of subject areas is not enough. That's why the IRC Program takes great effort to immerse candidates in the practice of investor relations. It is designed to measure not just your knowledge, but your ability to *apply* that knowledge in professional situations.

“IR HAS BEEN A JOURNEY AND A PASSION FOR ME, AND I FELT THAT ACHIEVING THIS CERTIFICATION WOULD BE A GREAT WAY TO CULMINATE MY MANY YEARS OF PRACTICE, BOTH AS AN IN-HOUSE IRO AND A CONSULTANT, AND DEMONSTRATE MY COMMITMENT TO THE PROFESSION. I ALSO BELIEVE THAT THE IRC IS A GREAT WAY TO ENSURE INTEGRITY AND EXCELLENCE IN THE FIELD.”

DEBRA WASSER, IRC

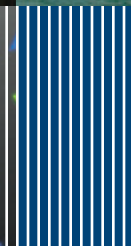
EXECUTIVE VICE PRESIDENT,
FINANCIAL COMMUNICATIONS & CAPITAL MARKETS
EDELMAN

How to earn your Investor Relations Charter

There are specific work-experience requirements for applying to the IRC Program. All candidates must possess a balance of knowledge, applied understanding of concepts, and hands-on experience working within the profession.

Once those criteria are met, the path to certification involves three steps:

- 1. Prepare with the Body of Knowledge and other resources**
- 2. Pass the comprehensive IRC Exam**
- 3. Maintain professional development requirements**



STEP 1

Master the Disciplines

The path to certification includes experience and study

An IR intelligence resource

A primary reference is the **Body of Knowledge**. This resource was developed through a comprehensive Job Task Analysis of IR practitioners and is carefully pegged to the practice, and the ever-changing dynamics, of investor relations.

The Body of Knowledge is built around **ten disciplines**, or “domains,” each of which is formed by the activities that compose the day-to-day work of IR practitioners.

The ten domains of the IR Competency Framework

IR Strategy Formulation

IR Planning, Implementation, and Measurement

Corporate Messaging Development

Marketing and Outreach

Corporate Financial Reporting and Analysis

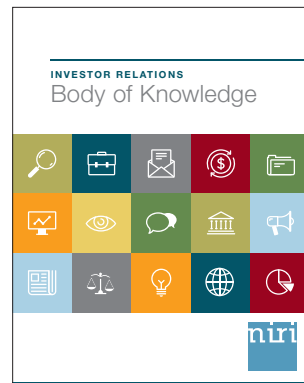
Business Insight

Strategic Counsel and Collaboration

Capital Markets and Capital Structure

Corporate Regulatory Compliance

Corporate Governance



Reading & resources

Candidates may purchase a copy of the Body of Knowledge as a preparatory manual for the exam. Other identified resources to be used for candidate study, development and support.

“THE BODY OF KNOWLEDGE AND CERTIFICATION PROGRAM ARE A CULMINATION OF A MULTI-YEAR EFFORT THAT INCLUDED EXTENSIVE INPUT FROM HUNDREDS OF MEMBER PRACTITIONERS. WE ARE SO GRATEFUL TO ALL OF THEM FOR THEIR VALUABLE TIME AND INSIGHT IN HELPING TO MAKE THE BODY OF KNOWLEDGE AS TRUE A REFLECTION AS POSSIBLE OF THE INVESTOR RELATIONS PRACTICE.”

SALLY J. CURLEY, IRC

SENIOR VICE PRESIDENT, INVESTOR RELATIONS
CARDINAL HEALTH, INC.



STEP 2

Establish Your IR “IQ”

The **IRC Exam** puts your investor relations knowledge & experience to the test

Establish yourself as a proven IR professional

Culminating a candidate's IR experience in the IRC program is a comprehensive exam that gauges your ability to apply your fundamental knowledge and skills of the practice of investor relations. The exam covers the ten disciplines of investor relations as defined by the IR Competency Framework.

Rather than merely calculating your understanding of concepts and information, however, the exam challenges you with situations that correlate to IR practice and measure your ability to apply concepts and principles. IRC candidates can expect the exam to be rigorous and representative of the diverse and high stakes nature of investor relations.

Upon successful completion of the IRC Exam and satisfaction of all other requirements, candidates will be awarded the **Investor Relations Charter**.

The IRC Exam by the numbers

While exact amounts will vary by candidate, the expectation is that the exam will require more than **100 hours** of study and preparation time with the Body of Knowledge and ancillary resources.

Candidates will have a maximum of **four hours** to complete the 200-question exam.

NIRI offers the exam **three times each year** across **one-week testing windows** at testing centers around the world.

Passing scores for each exam will be determined by NIRI's Certification Council, an independent body of IR practitioners.

“THE EXTENSIVE INVOLVEMENT OF SEASONED IR PRACTITIONERS IN CURRICULUM DEVELOPMENT HAS RESULTED IN A PROGRAM THAT REFLECTS REAL-WORLD EXPERIENCES AND CHALLENGES.”

DAVID K. ERICKSON

VICE PRESIDENT, INVESTOR RELATIONS
EDWARDS LIFESCIENCES CORPORATION



Keep Raising the Bar

The **Certification Renewal Program** ensures the professional evolution of every IRC holder

Certification is a commitment

More than a document, the Investor Relations Charter demonstrates an IR practitioner's commitment to the profession. This commitment includes ongoing maintenance of the knowledge and skills required in investor relations through the IRC Program's mandatory professional development program. This program is one condition of re-certification and compels IRC holders to earn a minimum of 30 Professional Development Units (PDUs) every three years.

The new IR standard

The bar for the Investor Relations Charter is set high. The program is intensive. The exam is rigorous. And the ongoing commitment to hold the designation is significant.

But it is precisely this high bar that makes the IRC worthy of recognition among employers and the entire investor relations community. Those who earn it can move forward with confidence, knowing that as certified IR practitioners, they are equipped with the knowledge and experience to thrive in their roles.

“I SAT FOR THE EXAM BECAUSE EARNING THE IRC CERTIFICATION IS AN INDEPENDENT VALIDATION OF MY EXPERTISE IN INVESTOR RELATIONS BEYOND MY YEARS OF EXPERIENCE. IT IS ALSO A DIFFERENTIATOR, AND IT DEMONSTRATES MY COMMITMENT TO PERSONAL DEVELOPMENT.

HEIDE ERICKSON, IRC

DIRECTOR OF INVESTOR RELATIONS
CAPELLA EDUCATION

“EARNING THE IRC DESIGNATION CAN ONLY IMPROVE YOUR PROSPECTS GOING FORWARD; HAVING IT DEMONSTRATES YOUR COMMITMENT TO BEING BEST IN CLASS. THE IRC SENDS A MESSAGE THAT, AS A PROFESSION, INVESTOR RELATIONS HAS A CLEAR IDENTITY WITH ESTABLISHED STANDARDS.”

ROSEMARY L. RAYSOR, IRC, CPA

DIRECTOR, EXTERNAL REPORTING
SCRIPPS NETWORKS INTERACTIVE

ELIGIBILITY REQUIREMENTS

To be eligible for the IRC examination, applicants must meet at least one of the following minimum eligibility requirements by the application deadline:

- **Option 1:** U.S. Bachelor's degree or equivalent with three or more years of qualifying full-time work experience* as an IR corporate practitioner or IR counselor.
- **Option 2:** Six or more years of qualifying full-time work experience* as an IR corporate practitioner or IR counselor.
- **Option 3:** Hold a current certification relevant to IR practice with three or more years of qualifying full-time work experience* as an IR corporate practitioner or IR counselor.

* Work experience requirements: at least 50% of the time should be directly focused on IR activities. Internship is not considered work experience. Applicants are required to provide evidence of their work experience.

Demonstrated evidence of qualifying work experience must relate to at least seven of the following ten areas of practice with a publicly traded company as an IR practitioner or IR counselor:

- Strategy Formulation
- IR Planning, Implementation and Measurement
- Corporate Messaging Development
- Marketing and Outreach
- Corporate Financial Reporting and Analysis
- Business Insight
- Strategic Counsel and Collaboration
- Capital Markets and Capital Structure
- Corporate Regulatory Compliance
- Corporate Governance

HOW TO APPLY

To learn more about the Investor Relations Charter Program and/or to enroll for the next examination cycle, visit www.niri.org/certification.