

NIRI Professional Development

The New Capital Markets

March 21, 2012 - New York City

Everything we thought we knew about the capital markets has drastically changed over the last ten years. In this one-day seminar, we'll make sense out of all the recent changes in the capital markets and drill down to what it all means to the practice of investor relations. By the end of this seminar, you'll leave as a more powerful IRO.

Objectives

- n Understanding how stock trades today, and what this means to IROs
- n Increase your knowledge in capital markets and learn how to incorporate this information into mgmt and board communication
- n Gain the capital markets knowledge you need to build a smarter IR plan

Take-aways

We'll cover the three major pillars that make up our capital markets: trading, research and equity capital markets.

Trading

- n Understand market structure today and how we got to this era of rapid change
- n Learn about the important trends, such as electronic trading, dark pools, high frequency trading and flash orders
- n Learn about the migration from an investor market to a trading market and what this means to your investor outreach
- n Gain insight into various sources to use for information on how your stock trades and who's trading it

Research

- n Learn about the power shift from the sell- to the buy-side
- n Understand what kind of information investors value today
- n Get a glimpse of the future of sell-side research
- n Gain insight into the current and future trends in research, such as expert networks and peer-to-peer research

ECM – Investment Banking

- n Understand what motivates all the players at the table today
- n Learn how to get the most out of your bankers for transactions and the day-to-day



Who should attend?

Since new technologies have accelerated the rate of change in our capital markets, this course is appropriate for all Investor Relations professions – from seasoned IROs to those new to the position.



The New Capital Markets

You may also register online at www.niri.org/newcapm

Name

Title

Company

Address

City

State Zip Country

Phone

Fax

E-mail address

Nickname for Badge

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I am a NIRI member Non-member

Not a member? Go to www.niri.org to join and save \$100 on this registration or learn more about the IR Fasttrack program.

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Fee: \$395 members; \$495 non-members

Payment:

- AMEX VISA MasterCard
 Discover check (*payable to NIRI*)

Credit Card Number Expiration Date

Name as it appears on card

Signature Panel Number

Return this form with payment to:

NIRI, P.O. Box 96040, Washington, DC 20090 USA or
 fax to (703) 562-7701 or register online at www.niri.org

You are responsible for making travel arrangements and hotel accommodations, which are not covered in the seminar registration fee. For information on agendas, special discounted hotel rates, cancellations, and other details, please visit www.niri.org.

Seminar Outline

8:30 – 9:00 am	Breakfast
9:00 – 9:30 am	Welcome: agenda overview, defining success
9:30 – 10:30 am	Trading Part I
10:30 am – 12:30 pm	Trading Part II
12:30 – 1:30 pm	Facilitated Discussion/Lunch
1:30 – 3:00 pm	Research
3:00 – 4:30 pm	ECM Investment Banking
4:30 – 5:00 pm	Conclusion
5:00 – 5:30 pm	Graduation

Note: a 5:30 - 6:00 pm celebration is being planned

Seminar Location:
 Liquidnet Holdings International Headquarters
 498 Fashion Avenue
 New York, NY

National Investor Relations Institute
www.niri.org

