



Fundamentals of Investor Relations

JANUARY 8 – 11, 2012
SANTA MONICA, CA, USA

SEPTEMBER 9 – 12, 2012
BOSTON, MA, USA

Comprehensive overview,
relevant, useful information
– tactics that can be
implemented

Good speakers...the
ability to question these
more experienced IROs

- ▶ Learn all aspects of investor relations, including finance, communication, marketing, and securities law compliance.
- ▶ Gain knowledge through interactive case studies and lectures from leading IR professionals and corporate executives.

Fundamentals of Investor Relations REGISTRATION FORM

Or register online at www.niri.org/fundamentals

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| Name | | Nickname for Badge |
| Title | | |
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| City | | |
| State/Province | Zip/Postal Code | Country |
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INTRODUCTION TO INVESTOR RELATIONS:

I am a: NIRI member Non-member

Not a member? Go to www.niri.org to join and save \$300 on this registration

January 8 – 11, 2012 – *Loews Santa Monica Beach Hotel, CA, USA*

MEMBER FEE: U.S. \$1195; NON-MEMBER FEE: U.S. \$1495

September 9 – 12, 2012 – *Seaport Boston Hotel, MA, USA*

PAYMENT:

AMEX VISA MasterCard Discover Check (payable to NIRI)

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| Credit Card Number | Expiration Date |
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RETURN THIS FORM WITH PAYMENT TO:

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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/fundamentals.

Seminar Outline

SUNDAY

Welcoming Reception, Registration
and Service Provider Showcase

MONDAY

Welcome and Orientation

The Big Picture: Investor Relations Today
Service Providers and Other Resources

Corporate Disclosure:
Issues and Best Practices - Part 1

Corporate Disclosure:
Issues and Best Practices - Part 2

Corporate Governance, Advocacy and NIRI
The Value of Targeting

IR Role in Governance

Summary and Day Wrap-up

TUESDAY

Welcome and Introductions

Communications and Media

Understanding Equity Markets

Planning and Executing Analyst Days
and Non-Deal Road Shows

Panel Discussion:
Understanding the Work of Analysts

The Sell Side

The Buy Side

Discussion with Financial Analysts

WEDNESDAY

Welcome and Introductions

Financial Analysis and the IRO

Panel: Best Practices in Using
Financial Info to Tell Your Story

Putting It All Together

Developing an IR Plan –
A Case Study Approach

Wrap-Up and Adjourn