



NEWS RELEASE

NIRI Chicago 2022 Investor Relations Workshop to Highlight IR in a Post-COVID World

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CHICAGO--(BUSINESS WIRE)-- The Chicago Chapter of the National Investor Relations Institute (NIRI Chicago) will hold its annual Investor Relations (IR) Workshop on Friday, Sept. 23 at the Metropolitan, Willis Tower, 233 S. Wacker Drive, 66th Floor, Chicago.

"This year's IR Workshop focuses on a 'start, stop, continue' theme, which is especially timely as the world continues to emerge from the COVID-19 pandemic," said Stacie Selinger, IR Workshop co-chair. "Over the last few years, the most successful investor relations officers were flexible in starting new approaches to investor outreach, stopping impossible or unnecessary activities – for example, in-person meetings at the height of the pandemic – and continuing to emphasize relationship-building and other IR fundamentals despite a rapidly changing backdrop. Our workshop strives to dissect the lessons of the past few years and offer fresh ideas and insights."

"Investor relations touches every public company shareholder as we help shape company strategy, communications and public perceptions," said Elizabeth Saha, IR Workshop co-chair. "Our annual IR Workshop is an excellent way to spend a day on valuable networking and learning about trends that affect our IR programs, including the ongoing capital markets evolution, regulatory changes and rising interest in environmental, social and governance factors – ESG – affecting investor perceptions and companies' financial performance."

Highlights of the 2022 IR Workshop will include:

- BlackRock: A Passive Investor but Not a Passive Asset Manager: BlackRock has become one of the biggest

voices in governance. Our keynote speaker, John Roe, joined the firm as managing director and head of BlackRock Investment Stewardship (BIS), Americas late last year after leadership roles at Joele Frank and ISS Analytics. Roe can discuss how BlackRock's investment stewardship team engages with companies on governance and sustainability issues and help shape industry standards through dialogue and thought leadership.

- A Look Forward at Next Generation Investors: How new investors will behave over the next decade depends in part on the ramifications of the COVID-19 pandemic, such as increased digital adoption; greater interest in ESG factors, further emphasized by pending SEC regulations; and market volatility fueled by passive investing and algorithmic trading. Our panel will discuss how investor relations officers can prepare their programs, management teams and boards for change while appealing to the next generation of investors.
- The Rise in Passive and Thematic Investing: Powerful transformations in our economy due to technological and societal trends are leading to a rise in thematic investing. Identifying and understanding how macro and structural trends drive thematic investing, trading activity and stock prices beyond a company's fundamentals is something every IR officer needs to know. Our panel will discuss the changing market structure, the rise in passive investing and how thematic investing is reshaping the investment world.
- ESG Influences on the Buy-Side: While ESG has become a key IR responsibility, opinions vary on which ESG factors most effectively move buy-side investors to make favorable decisions. How should an IR officer help set priorities for corporate ESG programs, initiatives and disclosures? Our buy-side panelists play an integral role in their companies' ESG investment decisions, so they can explain the most important factors in their decision-making processes and how IR officers can maximize the value of ESG outreach to the buy-side.
- Creative Approaches to Investor Engagement: How investor relations professionals communicate with shareholders and prospective investors continues to evolve as we navigate a post-pandemic return to "normal." How can IR officers expand their engagement programs to better communicate with current and new investors? Our panelists will share their creativity and success stories on engaging with investors using virtual meeting technology, multimedia, new targeting tools, social media and/or an in-person "boots on the ground" sales approach.

NIRI Chicago's annual full-day IR Workshop is open to the public and has attracted attendees from throughout the Midwest. The event begins at 8 a.m. on Friday, Sept. 23 with registration, breakfast and an exhibitor showcase of the latest IR services. The cost is \$175 for NIRI Chicago members and \$250 for non-members who register before Aug. 31 (\$225 and \$300 thereafter, respectively). Additional information and registration information can be found on the NIRI Chicago [2022 IR Workshop](#) webpage.

2022 IR Workshop Sponsors and Exhibitors

NIRI Chicago thanks the following Sponsors and exhibitors: Anonymous Design, **Business Wire**, **IRWIN**, **Morrow Sodali**, **NYSE** and **Rivel**.

The Chicago chapter of the National Investor Relations Institute (NIRI Chicago) provides professional development and networking opportunities to practitioners of investor relations, a strategic management responsibility that integrates finance, communication, marketing and securities law compliance. Through its collaborative community, NIRI advances engagement in the capital markets and drives best practices in corporate disclosures, governance and informed investing. For more information, visit www.nirichicago.org.

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