NIRI Virtual presents:



STATE OF THE ART TECHNOLOGY FOR GREATER INVESTOR ENGAGEMENT

Thursday, September 12, 2019
12:00 – 1:00 pm EST

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CPE CREDIT AND Q&A



CPE CREDIT

- NIRI Virtual offers Continuing Professional Education (CPE) credit for attending and participating in our monthly programs.

- For CPE Credit, you must answer all three (3) of the polling questions AND you must complete the program survey that will be sent to you at the end of this presentation.

Q & A

- If you are participating via the live webinar, you can type your question in the “chat box” at the bottom of your computer screen

AGENDA



Learning Objectives

1. Identify the latest technology trends for modern investor relations
2. Identify the technology and tools that investors expect and value
3. Evaluate the benefits of webinars, webcasts and web conferencing
4. Determine how and when to incorporate video into your investor relations program
5. Assess when to in-house vs. outsource your IR online events

Moderator & Panelists



Moderator

Frank Schieber
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Panelist

Laura Graves
VP, Investor Relations at AMD

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Polling Question 1:



How do you see technology being integrated into your Investor Relations programs in 2020?

A. use my cell phone to answer calls

B. We're posting videos done by our corporate marketing team on our IR Site

C. I'm a service provider selling technology to IR teams

D. We have done a video webcast of our analyst/investor day

E. We frequently use video to interact with the buyside and the sellside

Stories to tell



Educate your investors

Major announcements

Strengthen relationships

Evolving Technologies for IR



Conference Calls

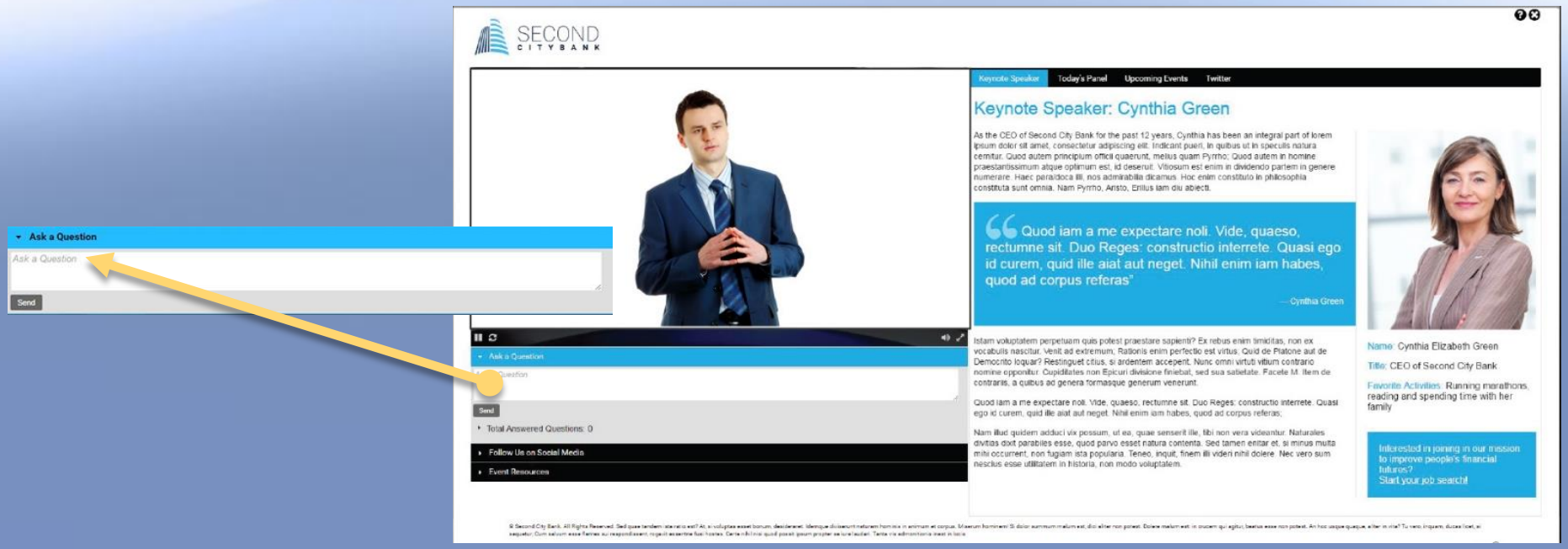


Audio & Slides Webcast



Video & Slides Webcast

Audience Q & A



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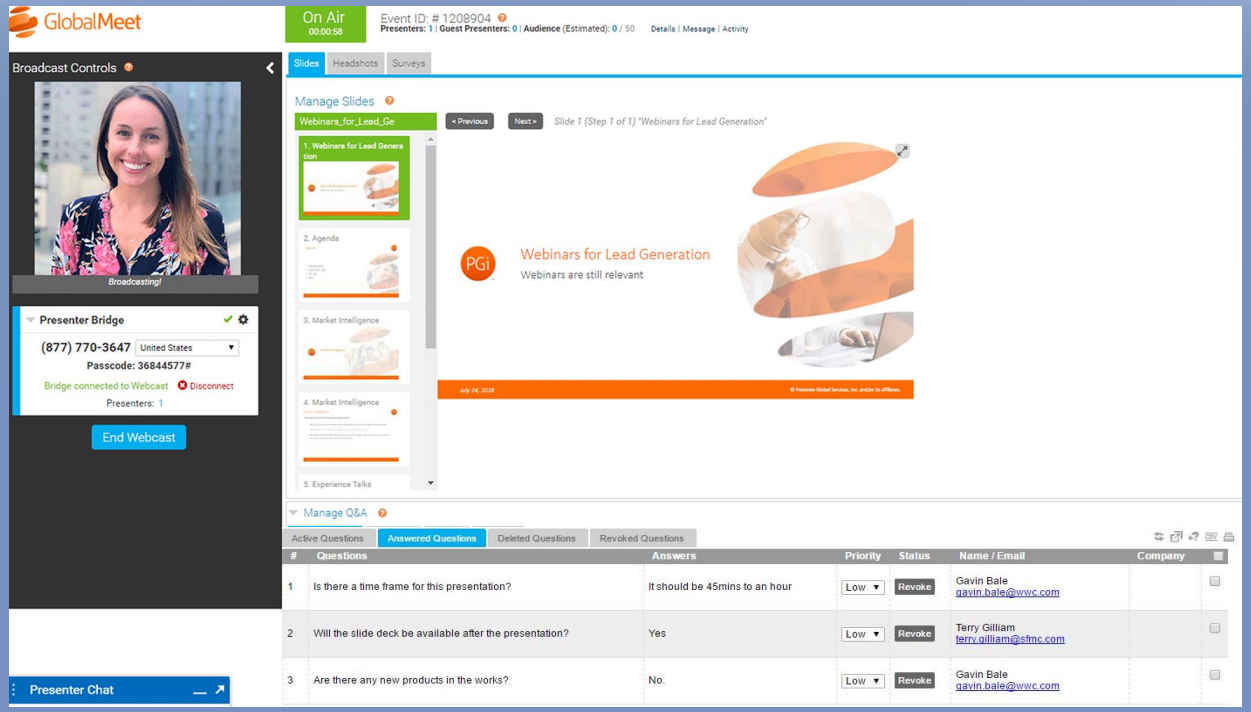
Live Studio Q & A Tool

Only viewable to the presenters



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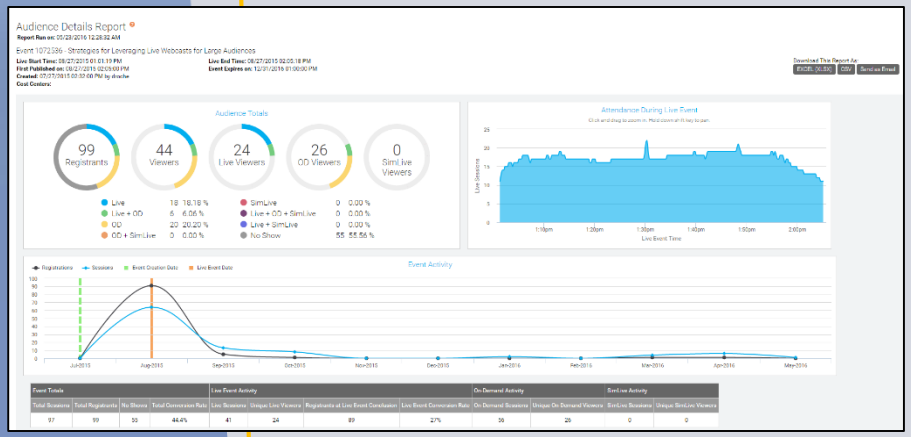
Benefit From Powerful Analytics to Measure Success

- Download real-time registration data to Excel
- Track registration-to-viewer conversion rates
- Measure viewing durations for live and on-demand participants
- Review audience questions log and survey/polling responses
- Track effectiveness of links used to access event
- Create customized reporting filters for precise data
- Subscribe to automated reports



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Implications & Benefits for IROs







Polling Question 2:



What barriers prevent you from implementing more technology into your IR program?

A. Our executive team isn't supportive of appearing on video

B. We don't have the resources to incorporate more technology

C. The buyside & sellside don't seem to want any new approaches

D. I'm a service provider who is working hard to convince IR teams to use our products

E. We had a bad experience with a prior attempt to implement advanced technology

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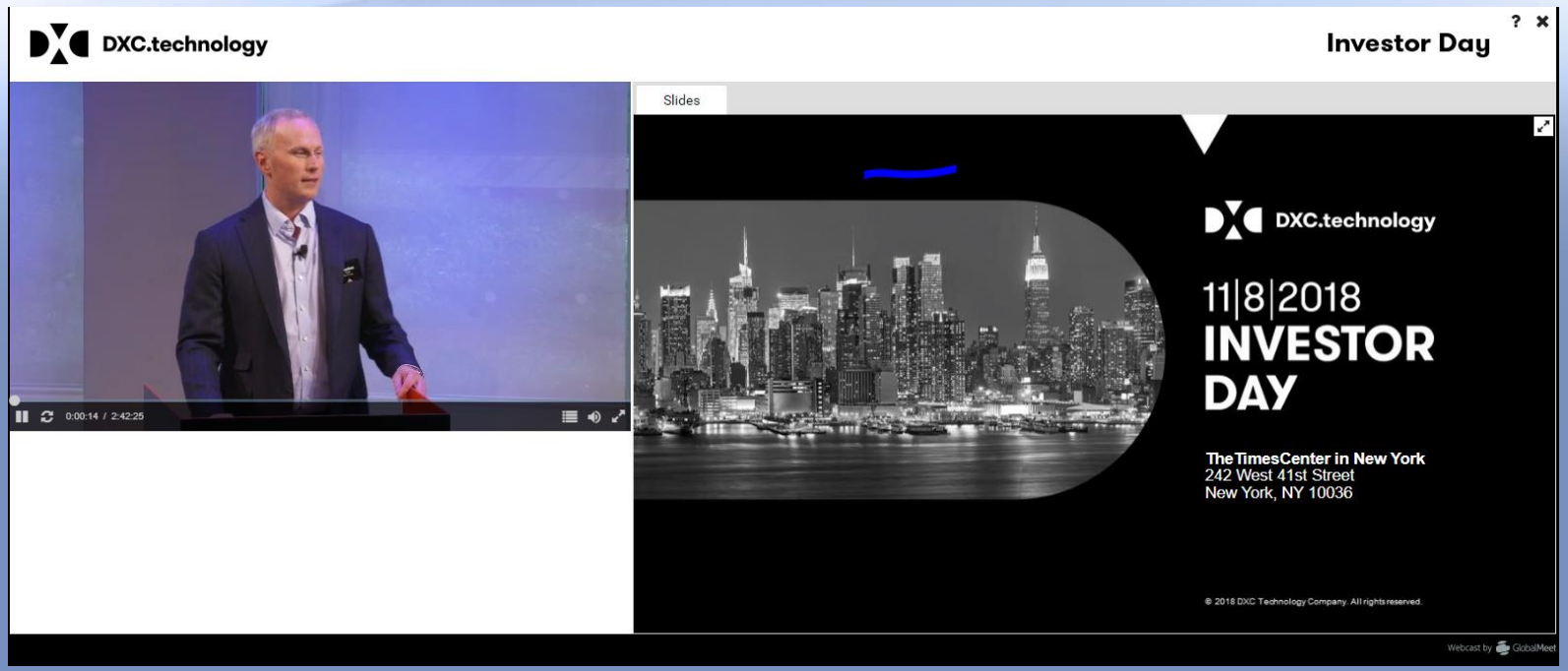
Example:
Investor Days – DXC Technology



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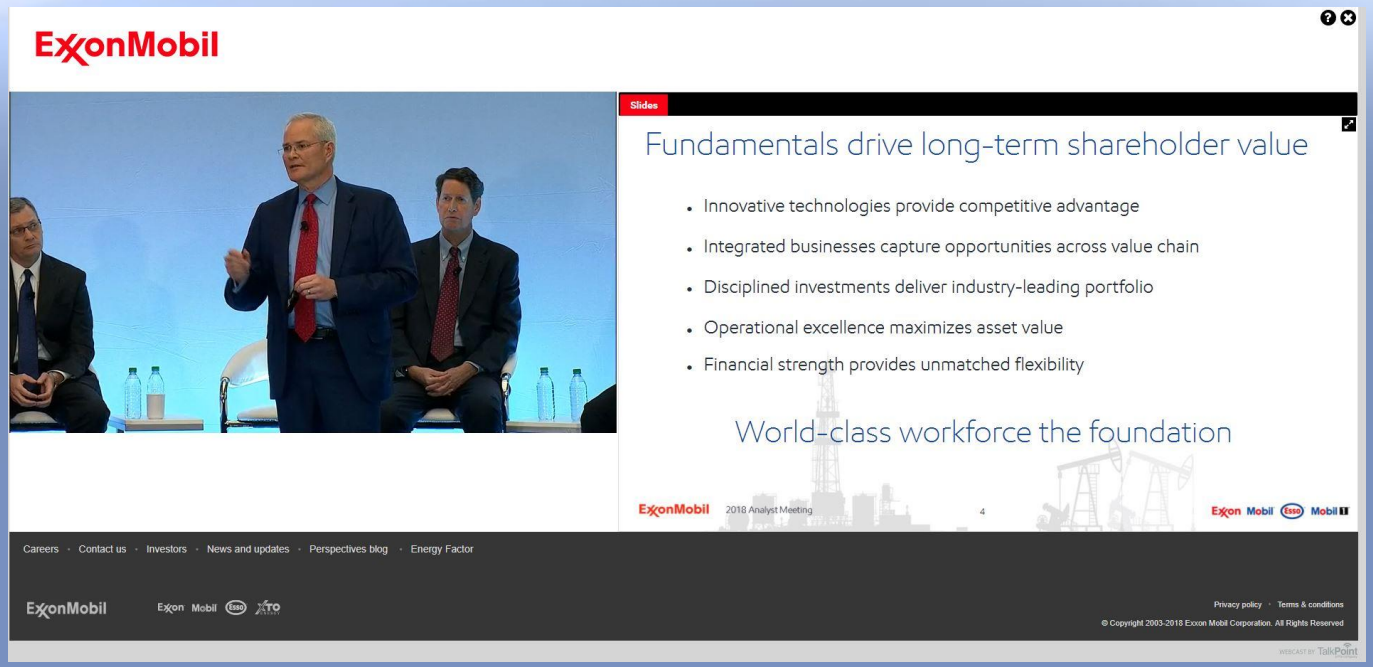
Example:
Shareholder Meetings - ExxonMobil



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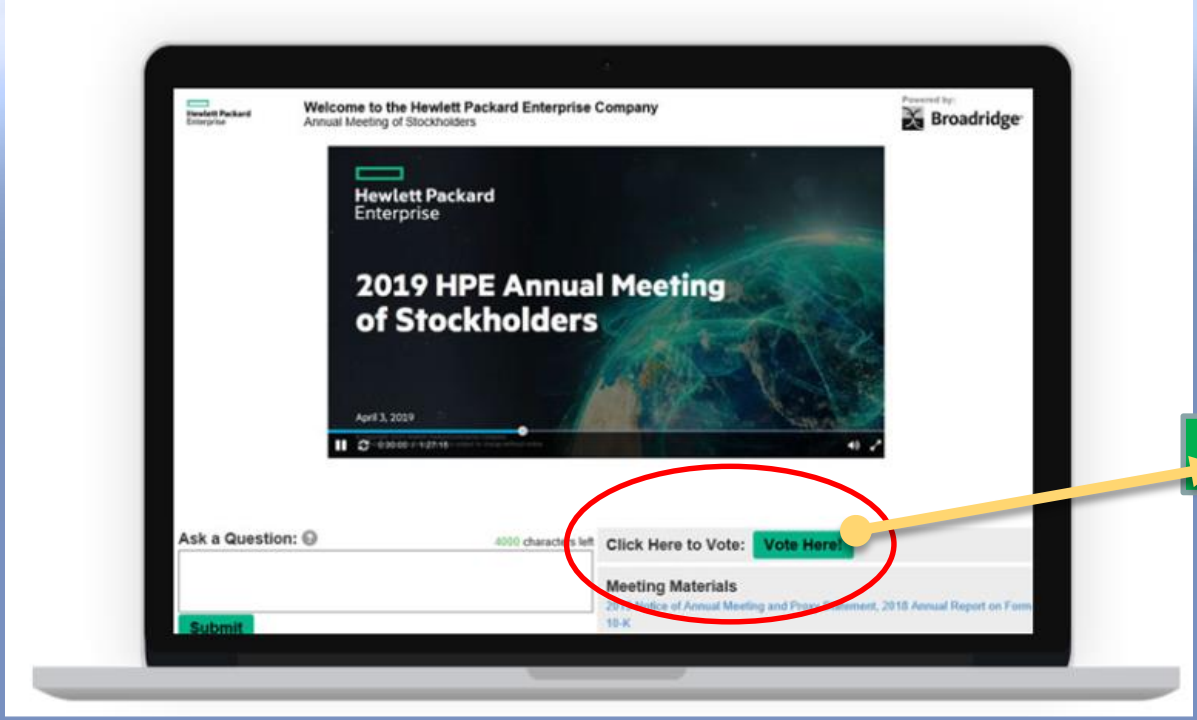
Example:
Virtual Shareholder Meetings – Hewlett Packard Enterprise



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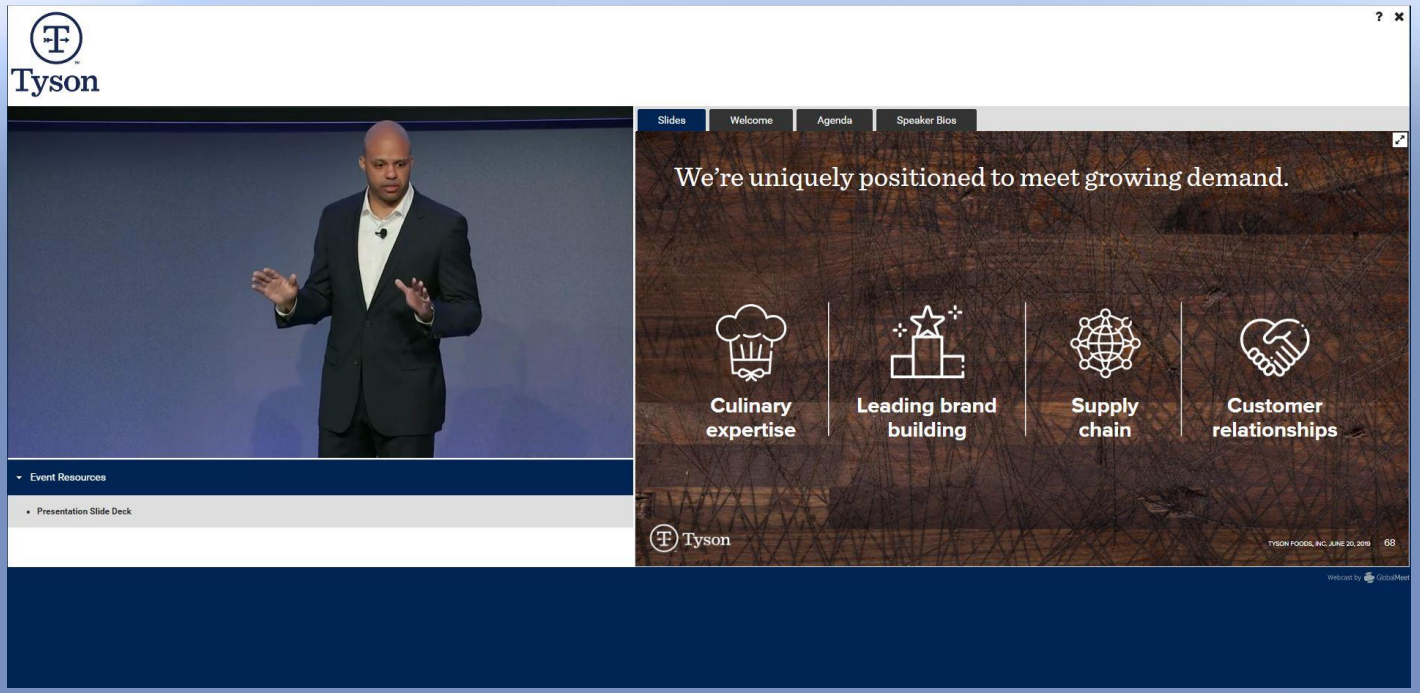
Example:
Analyst Days - Tyson



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Polling Question 3:



How would you anticipate additional technology tools might be incorporated into your IR strategy?

A. I expect to add some executive video to our website

B. We are planning to use video in our next shareholder and/or analyst meeting

C. I anticipate incorporating videoconferencing with investors in our IR strategy over the next 3-5 years

D. I'm a service provider and expect to have some of my IR clients implementing new technologies in the upcoming year

E. I don't expect to implement new tools until I hear from investors that they want it

Q & A



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2019 – 2020 Virtual Chapter Program Calendar



Date	TOPIC
October 4, 2019	NIRI Virtual Café Chat – Current Topics
October 9, 2019	Impact of MFID II on the Sell Side
November 13, 2019	TOPIC - TBD
December 11, 2019	TOPIC - TBD
January 8, 2020	TOPIC - TBD
February 19, 2020	Election Year Forecasting
March 20, 2020	TOPIC - TBD
April 15, 2020	Award Winning Investor Relations
May 6, 2020	TOPIC - TBD
June 2020	NIRI National Event – Miami

Speaker Contact Information



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