

NEWS RELEASE

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NIRI-Chicago 2015 Investor Relations Workshop Focuses on Global Convergence: The New IR Reality

Keynote Address by Influential Economist Mark Zandi of Moody's Analytics

CHICAGO, September 14, 2015 – The Chicago chapter of the National Investor Relations Institute (NIRI-Chicago) will hold its annual Investor Relations Workshop on Friday, September 25 at The Metropolitan Club, Willis Tower, 233 S. Wacker Drive, Chicago.

“This year’s workshop, ‘Global Convergence: The New IR Reality,’ will focus on how globalization impacts the work of investor relations officers,” said Dee Johnson, IR Workshop chair. “The days are long over when a United States-based public company could focus solely on domestic shareholders. We need to be positioned to communicate how global events and currency fluctuations affect our financial reporting, guidance decisions and peer benchmarking. At our IR Workshop, we also will discuss global factors that influence a company’s stock price, from global capital flows to changes in trading technology.”

Given today’s market uncertainty and speculation about the timing of the next Fed rate increase, the timing is perfect for NIRI-Chicago members and guests to hear from influential economist Mark Zandi, the luncheon keynote speaker. As chief economist of Moody’s Analytics, Zandi focuses on research that includes the economic impact of tax and government spending policies and monetary policy responses to bubbles in asset markets. Zandi also has written books on the Great Recession and subprime mortgage crisis and has been widely interviewed on his economic insights by policymakers and the media alike.

The 2015 IR Workshop also features a mix of informative panel discussions and lively interactive sessions, including:

- **Brave New World of Stock Price Movement: Dynamics of Global Trading** – which include less restrictive trading channels, advancements in trading technologies, the increasing number of global indices and exchange traded funds, the rise of high frequency trading, and the greater significance of trading for risk management.
- **Deciphering the ‘Wolf Pack’** – groups of activist investors, each holding a relatively small stake, who are effectively coordinating campaigns against specific corporate targets.
- **IR Going Global: When, Where, Why and How to Market/Target Abroad** – how companies can more effectively reach out to investors outside the United States.
- **Where is the ‘Global’ in Your Financials?** – how global issues can affect companies’ reported financial results, incentive compensation structure and peer analysis, and how investors interpret company information that is affected by global issues.

NIRI-Chicago's full-day IR Workshop and luncheon are open to the public and attract attendees from throughout the Midwest. The event begins at 8 a.m. on Friday, September 25 with registration, breakfast and an exhibitor showcase. The formal program begins at 8:30 a.m. The cost is \$200 for NIRI-Chicago members and \$275 for non-members.

The fee is \$75 for nonmembers who wish to attend the keynote luncheon only from approximately 11:45 a.m. to 1 p.m. There is no fee for NIRI-Chicago members who attend the luncheon only. More information is available on the NIRI-Chicago [website](#) and on the [event registration page](#).

2015 IR Workshop Sponsors and Exhibitors

NIRI-Chicago thanks the following sponsors and exhibitors: Bell Litho, Broadridge, Corbin Perception, IPREO, Marketwired, Meetyl, ModernIR, Nasdaq Corporate Solutions, New York Stock Exchange, NIRI Wisconsin, Paragraphs Design, PR Newswire, Q4 Web Systems, SNL IR Solutions, the IRapp, UBS, Virtua Research and Wells Fargo Shareowner Services.

About NIRI-Chicago

The Chicago Chapter of the National Investor Relations Institute (NIRI-Chicago) works to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. The members of NIRI-Chicago include corporate officers, consultants, service providers, academics and others involved in the practice of investor relations, a strategic management responsibility that integrates finance, communication, marketing and securities law compliance. NIRI-Chicago is one of the largest NIRI chapters in the United States and has been the recipient of several NIRI awards, including Best Overall Large Chapter in 2012. More information is available at www.niri-chicago.org.

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