NEWS RELEASE

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NIRI-Chicago 2016 Investor Relations Workshop Focuses on Navigating in a 'VUCA' World

Keynote Address by Keith Bliss of Cuttone & Co.

CHICAGO, September 6, 2016 – The Chicago Chapter of the National Investor Relations Institute (NIRI-Chicago) will hold its annual Investor Relations (IR) Workshop on Friday, September 23 at The Metropolitan Club, Willis Tower, 233 S. Wacker Drive, Chicago.

"Every day, in almost every way, investor relations professionals must deal with volatility, manage uncertainty, deal with complexity and execute plans despite ambiguity. In other words, we operate in a VUCA world," said Heather Wietzel, IR Workshop chair. "This year's annual conference – Navigating in a VUCA World – is designed to help attendees learn to lead their company's IR efforts with vision, enhance their understanding and gain clarity around the issues they face in order to adapt in today's world."

The luncheon keynote speaker, Keith Bliss of Cuttone & Co., will tap his 30 years of experience in the global financial markets to provide his perspective on the forces affecting today's volatile and complex markets. Cuttone is a frequent contributor on CNBC, Bloomberg and other media outlets.

The 2016 IR Workshop also features informative panel discussions, including:

- ***Tales from the Edge, Tips from the Trenches*.** A company crisis can take on many forms but by definition, always creates volatility, uncertainty, complexity and ambiguity. This session will focus on best practices for dealing with VUCA during crises at public companies.

- ***The Speed of Change.*** Governance practices are changing deeply and rapidly. As the boardroom's balance of power shifts in favor of investors, smart boards are aggressively adopting new best practices and becoming more transparent than ever.

- ***The Elephant in the Room*.** What does the contentious, divisive tone of elections around the world portend for trade, the regulatory environment, and global and local economies – and for companies and investors in an interconnected and VUCA world?

- ***Different Strokes: Managing the Varied Needs of the Board, Management and Investors*.** In a VUCA world, stakeholders keep changing their expectations of an investor relations officer. Understanding and meeting these changing expectations can help a company achieve maximum stock valuation.

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. For more information, visit www.niri-chicago.org.

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