



# INTELLIGENCE COUNCIL CONFERENCE

Continuing on our 2014 theme *Navigating the Path from Good to Great to Superb IR*, the December event will bring into focus the internal view of how to achieve superb IR and the relationship between IR and the CEO and CFO.

## NETWORKING



Network with peers over breakfast and lunch, or during scheduled breaks throughout the event. The conference schedule allows ample time for you to make new connections with IROs in your industry, market cap or region.

## CEO/CFO FIRESIDE CHAT



Members of senior management will be on hand for an interactive fireside chat, discussing their views on investor relations, how they interact with IR and how they measure its effectiveness.

## CEO/CFO STUDY FINDINGS



Brian Rivel will present the latest findings from our CEO/CFO study including: the most important features of a superb IR program, how CEOs and CFOs link IR and valuation, the attributes a CEO and CFO look for in an IRO and what traits are crucial for building an IRO's credibility.

## FEATURED SPEAKER



Virgil Scudder will share the lessons he has taught and learned in investor relations and crisis communications over the past three decades along with personal observations from CEOs of public companies.

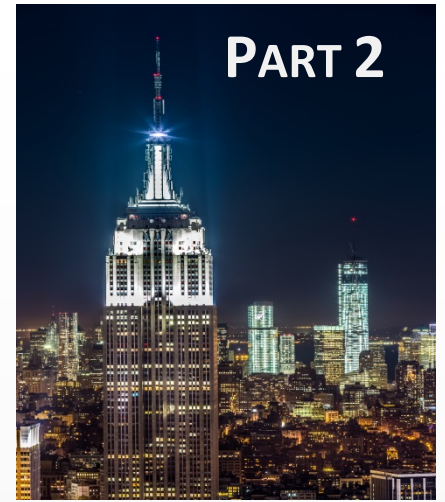
## IRO PANEL



Learn how high-performing IR teams have reached the top of the industry, what the commonalities are, how they drive valuations and what their relationship is with their management teams and why it's effective.

On December 9, from 4 to 5:30 p.m., we will host two conference workshops. These concurrent sessions will focus on the following topics: **1. Proxy Voting - Hear from an expert in the field** and **2. Handling Q&A during analyst days and earnings calls - Instruction from Simon Heath, Executive Coach**

## PART 2



# NEW YORK CITY

DECEMBER 10, 2014  
8 AM TO 4 PM

## SCHEDULE AT A GLANCE\*

7 am Registration & Breakfast

### MORNING SESSION

- Welcome and Opening Remarks
- Brian Rivel: CEO/CFO Study Results
- Fireside Chat with CEOs
- Speaker: Virgil Scudder, Executive Communication Coach/Crisis Expert

### LUNCH & NETWORKING

### AFTERNOON SESSION

- Fireside Chat with CFOs
- IRO Panel: High-performing IR teams

4 pm Close

### THE DAY BEFORE ...

#### Workshops:

- **Proxy Voting:** Interactive discussion with an expert in the field
- **Q&A:** How to handle the question and answer portion of events

#### Rivel Hosted Cocktail Hour

*\*Schedule and topics subject to change*

## VENUE:

JW Marriott Essex House  
160 Central Park South  
New York City