

# BRILLIANT IR

BRINGING CLARITY  
AND VALUE TO  
INVESTOR RELATIONS



**CIRI'S 30TH ANNUAL INVESTOR RELATIONS CONFERENCE**  
DELTA GRAND OKANAGAN RESORT, KELOWNA, BC / JUNE 11-13, 2017



**Meghan Brown**  
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# BRILLIANT I R

BRINGING CLARITY AND VALUE  
 TO INVESTOR RELATIONS

2017 marks an important milestone in the history of CIRI as we celebrate our 30th Annual Conference in beautiful Kelowna, British Columbia. This year's theme *Brilliant IR: Bringing Clarity and Value to Investor Relations* not only recognizes the event's diamond anniversary, but the core of what our profession brings to investors and the companies we represent.

The political and economic environment over the past year has arguably been one of the most uncertain and unpredictable we've ever seen. Market volatility and increasing pressure on fund managers to demonstrate the value of active management has placed greater emphasis on the role of IROs and their ability to deliver an effective IR program. Understanding the diverse needs of your shareholder base, the role of technology in the flow and delivery of information, and the emergence of new trends in regulation, governance and trading has increased the complexity of the investor relations function.

This year's Conference has been designed to provide you with the knowledge, tools and network to excel as an IRO in the changing landscape of investor relations. You'll gain valuable insights on the latest economic trends from Chris Lawless, Chief Economist at British Columbia Investment Management Corporation,

C-Suite perspectives on the value of investor relations from Randy Smallwood, CEO of Silver Wheaton, and motivational speaker Mary-Jo Dionne will pull back the curtain on how individuals can tap into their own unique source of brilliance, to feel radiant as individuals and professionals. You will also hear about how the latest capital market trends are impacting the trading of your stock, how technology and social media are changing the way we communicate with investors, how the increasing importance of ESG affects investment decisions and how to bring greater clarity in your messaging to investors.

In addition to a great line-up of speakers and sessions, we have a number of optional activities at this year's Conference that will allow you to explore some of the best of what Kelowna has to offer, while building and strengthening your IR network. Enjoy the spectacular Okanagan views with your colleagues with a round of golf at the Harvest Golf Club; a Kettle Valley bike tour; an East Bench wine and cheese tour; or a private fishing charter.

We look forward to welcoming you to Kelowna, BC June 11-13 for the largest gathering of investor relations professionals in Canada!



# 2017 ANNUAL CONFERENCE PROGRAM

## SUNDAY, JUNE 11

7:00AM 21<sup>ST</sup> ANNUAL GOLF TOURNAMENT  
 9:30AM PRIVATE FISHING CHARTER  
 9:30AM KETTLE VALLEY BIKE TOUR  
 9:30AM EAST BENCH WINE AND CHEESE TOUR  
 12:00PM REGISTRATION  
 3:30PM **THE POWER OF NETWORKING**  
 Networking is a key reason for attending CIRI's Annual Conference and for being a member of CIRI. This session will teach you how to effectively network. You will be provided with information and tools to make the most of this prime networking event. Be sure to read our pre-conference article and participate in our pre-conference webcast to jump-start your networking efforts.

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 Peter Wright, President, The Planning Group

4:30PM **SECURING YOUR EARNINGS: MITIGATING RISK DURING THE EARNINGS PROCESS**  
**SPONSORED BY BUSINESS WIRE**  
 Are you aware of the unknown and hidden risks that companies face during the quarterly earnings process? Hear about the most common mishaps including versioning errors, social attacks and news scraping bots, and what companies can do to defend themselves. Learn what questions you should be asking and what technologies are available to mitigate these risks.

5:30PM CONFERENCE KICK-OFF COCKTAILS

## MONDAY, JUNE 12

7:00AM REGISTRATION / BREAKFAST WITH EXHIBITORS  
 8:15AM WELCOME & OPENING REMARKS  
 8:30AM **SILVER WHEATON: A CONSTANT IN CANADIAN MINING**  
 As one of the largest pure precious metals streaming companies in the world, Silver Wheaton has consistently executed on their successful business model, making them stand out in the industry and creating significant shareholder value. Randy Smallwood, President and CEO, will talk about Silver Wheaton's success, how it has been achieved, his views on the IR function and how IR contributes to the success of the organization.

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 Randy Smallwood, President & CEO, Silver Wheaton

9:30AM **BREAKOUT SESSIONS (SELECT ONE)**

OPT 1 **The Changing Investor Landscape**  
 The capital markets aren't what they used to be. Investor behaviour and expectations have changed, causing significant shifts in how investments are being managed. Whether it's the switch to passively managed investments over actively managed ones or millennials who are driving demand for socially responsible investments, IROs need to be aware of this evolving audience and their needs. Learn about these and other trends that are impacting your investor landscape.

OPT 2 **Is it Time to Move to a Virtual AGM?**  
 Virtual AGMs are a growing alternative to traditional AGMs south of the border. So why are no Canadian issuers hosting them? Hear about the legal and technical issues that are impacting the Canadian environment, what is being done to address them and gain insights from the U.S. experience.

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 Maximillian Marcy, Director, Investor Relations & International Finance, H.B. Fuller Company

OPT 3 **Elevate Your Earnings Game: Best Practices to Differentiate Your Company Earnings Season**

**SPONSORED BY CORBIN ADVISORS**

Four times a year, you and your management team run hard to ensure a smooth announcement and call. The effort that goes into producing the press release and prepared remarks – impactful and broadly consumed content – is no small feat. But are your process and earnings materials effective? Are you fully utilizing this critical platform to positively differentiate your company? Hear industry-leading research from the IRO and investor perspectives. Leave this interactive session with valuable strategies and tips to improve your earnings approach and materials.

.....  
 Rebecca Corbin, Founder & Managing Partner, Corbin Advisors

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 Yvette Lokker, President & CEO, CIRI

10:30AM **BREAK WITH EXHIBITORS**

11:00AM **IN CONVERSATION WITH THE STREET**

**SPONSORED BY SCOTIABANK**

Analysts and institutional investors play a vital role in an IROs success and you in theirs. Hear from the buy-side and sell-sides as they share insights on the current state of Canadian capital markets, what drives their investment decisions; their views on disclosure topics such as guidance, ESG and more; and what they expect from IROs. You will leave this session with tips on how you can enhance your relationship with the Street.

.....  
 Neil Downey, Managing Director, Global Equity Research, RBC Capital Markets

12:00PM **AWARDS CEREMONY & NETWORKING LUNCH**  
**SPONSORED BY NASDAQ CORPORATE SOLUTIONS**

**2:00PM BREAKOUT SESSIONS (SELECT ONE)**

**OPT 1 Bringing Clarity to Your Messaging**

Communicating your story to the Street in a clear and effective manner is vital for all issuers. Join Michael Sider, faculty member of the CIRI/Ivey IR Certification Program, as he takes you through the essentials of effective writing, including how to develop and deliver compelling messages in plain language, and what makes any piece of communication effective.

Michael Sider, Assistant Professor, Management Communications, Ivey Business School

**OPT 2 Strategic IR: Being a Trusted Board Advisor**

IROs gather intelligence from the Street, analyze that information and use it to provide strategic insights to their management teams and Boards. In turn, this has earned many IROs the opportunity to interact more closely with their Boards. Hear from both sides – a Director and IROs – on what insight they expect and provide.

Rhilyn Bailie, Vice President, Communications & Investor Relations, Luna Gold Corp.

Brian Ector, Senior Vice President, Capital Markets & Public Affairs, Baytex Energy Corp.

Tracey McVicar, Managing Partner, CAI Capital Management Co. & Director, Teck Resources

**OPT 3 Keys to Marketing Success**

Marketing is a cornerstone of every effective IR program. While every IRO does it, what does it take to be successful? Hear from seasoned IROs who develop and execute robust marketing programs that support their IR objectives. Walk away with strategies and tips from these well-travelled IROs so that you can enhance the effectiveness of your marketing efforts regardless of the resources available to you.

Camilla Bartosiewicz, Vice President, Investor Relations, Altus Group Limited

**3:00PM BREAK WITH EXHIBITORS**

**3:30PM THE ANATOMY OF BRILLIANCE**

From an athlete, an entrepreneur to an IRO, brilliance leaves a trail of clues, traits, habits and perspectives. All we need to do is identify them, and apply them to our own daily lives. We will pull back the curtain on how we can tap into our own unique source of brilliance to feel radiant as individuals, so that we, in turn, can be fully radiant as professionals. Walk away with strategies for how you can think beyond the job description in order to radiate, innovate, and truly shine.

Mary-Jo Dionne, Mary-Jo Dionne Productions

**6:00PM IT'S OUR 30<sup>TH</sup>! COCKTAIL PARTY**

**7:30PM DIAMOND DINNER AND DANCE**

**TUESDAY, JUNE 13**

**7:30AM BREAKFAST WITH EXHIBITORS**

**8:00AM CIRI NATIONAL ANNUAL GENERAL MEETING**

**8:30AM TODAY'S ECONOMY – WHAT TO EXPECT FOR 2017**

**SPONSORED BY TD BANK GROUP**

The global economic outlook for 2017 is uncertain given recent changes south of the border. As IROs, you need to stay on top of the shifts in economic conditions and how they may impact your organization. Join Chris Lawless, Chief Economist at bclMC, as he tells you what to expect for the remainder of the year and how it will impact your organization now and in the long term.

Chris Lawless, Chief Economist, bclMC

**9:30AM BREAKOUT SESSIONS (SELECT ONE)**

**OPT 1 Navigating Proxy Season**

IROs strive to be prepared as they head into proxy season. But what if everything doesn't go as planned? IROs who have faced unique challenges with different outcomes will share their strategies for before, during and after proxy season. Learn what you can do in advance of your AGM to ensure a smooth vote.

Geoff Barsky, Managing Director, Mergers & Acquisitions, BMO Capital Markets

Wendy King, Vice President, Legal, Risk & Governance, Capstone Mining Corp.

Dale Noseworthy, Vice President, Investor Relations & Corporate Planning, Killam Apartment REIT

**OPT 2 Trends in IR Communications**

**SPONSORED BY BLENDER MEDIA**

IROs are constantly looking for better ways to communicate with shareholders. We will examine some of these communications that are being leveraged by IROs to enhance the more traditional forms of communication. Hear from IROs as they discuss the elements of an effective IR website, the increased use of video and the use of infographics.

Arash Adnani, President, Blender Media (Moderator)

Jonathan Hackshaw, Director, Investor Relations & Communications, Information Services Corporation

Maida Sit, Director, Investor Relations, Intact Financial Corporation

Erin O'Toole, Senior Stakeholder Relationship Specialist, NOVAGOLD Resources Inc.

**OPT 3 What's Going on With My Stock?**

The advances in technology and investing strategies have made it difficult for an IRO to fully understand their company's complex trading activity. Despite this, it is their job to know. Take a closer look at EFTs, derivatives, high frequency trading and other trading strategies with those who know best – traders. Learn why and when investors use various exchanges and how IROs can keep track of it all.

George Polyzois, Director, CIBC World Markets

10:30AM **BREAK & PRIZE DRAWS WITH EXHIBITORS**  
11:15AM **BREAKOUT SESSIONS (SELECT ONE)**  
OPT 1 **Social Media: Should I Care?**  
The use of social media in the IR space is not a new concept. However, after several years of debate, many IROs are still questioning whether they should care about incorporating it into their IR program. This session will explore the benefits of using social media through three IRO lenses: those who monitor social media platforms; those who use it to push content out; and those who use it to engage with investors.

OPT 2 **Responsible Investing: The Impact of CSR on Investment Decisions**  
**SPONSORED BY DONNELLEY FINANCIAL SOLUTIONS**  
Growth of corporate social responsibility (CSR) investment strategies and a strong international push for more disclosure has made CSR a greater focus for issuers. Learn about CSR trends, who is driving them, how investors and research firms use CSR information in their investment decisions and how and why IROs can leverage CSR efforts to expand their shareholder base.

Michelle de Cordova, Director, Corporate Engagement & Public Policy, NEI Investments

Jason Milne, Vice President, Corporate Governance & Responsible Investment, RBC Global Asset Management

Brian Newmarch, Vice President, Capital Markets, Seven Generations Energy, Ltd.

John Truzzolino, Managing Director, Global Compliance Services, Donnelley Financial Solutions (Moderator)

OPT 3 **Shining a Spotlight on Non-GAAP Measures**  
Non-GAAP measures have received increased regulatory and market attention due to concerns that they may be misleading to investors. Hear straight from the Ontario Securities Commission on the types of disclosure that cause concern, the disclosure that must accompany non-GAAP measures and how they are monitoring operational results for compliance.

Cameron McInnis, Chief Accountant, Ontario Securities Commission

Richard Talbot, Board Director, CFA Society Toronto

12:15PM **POWER LUNCH – M&A & IR: LEARNING FROM THE PROS**  
Wondering how to communicate with investors and analysts in the event of an M&A? Curious about how senior IROs have successfully navigated these high-stake transactions? We will examine the role of IR in M&As, the importance of messaging throughout the transaction and how to develop an IR strategy for success.

Janet Craig, Vice President, Investor Relations, Fortis Inc.

Richard Downey, Vice President, Corporate & Investor Relations, Agrium Inc.

1:45PM **CLOSING REMARKS**

## 2017 SPONSORS

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Sponsor and exhibitor opportunities are available. Please contact Yvette Lokker (ylokker@ciri.org) regarding sponsorship & Patricia MacPherson (pmacpherson@ciri.org) regarding exhibiting.

## FEES

Regular Rate – January 16 to May 31, 2017

CIRI Member	\$ 990.00 plus HST (5%)	= \$1,039.50
Non-Member	\$1,300.00 plus HST (5%)	= \$1,365.00

Late Rate – June 1 to June 13, 2017

CIRI Member	\$1,090.00 plus HST (5%)	= \$1,144.50
Non-Member	\$1,400.00 plus HST (5%)	= \$1,470.00

## MEMBERSHIP/CONFERENCE BUNDLE

CIRI is offering a membership bundle that includes an annual membership, a 2017 Annual Conference registration, CIRI's *Standards and Guidance for Disclosure including the Model Disclosure Policy*, and CIRI's *Guide to Developing an IR Program*.

Take advantage of this offer and **save \$945** by visiting 'Member Services' on CIRI.org. If you have any questions about Membership, contact Patricia MacPherson at [pmacpherson@ciri.org](mailto:pmacpherson@ciri.org).

## REFER A FRIEND

Refer a friend to become a CIRI member and receive a \$100 credit that can be applied to your 2017 Annual Conference registration, the 2017 Essentials of Investor Relations Program or next year's annual membership dues.

## HOTEL

CIRI has arranged rooms at the Delta Grand Okanagan Resort at a special conference rate of \$229/night for a Mode room (plus applicable taxes). This rate is guaranteed until May 8, 2017. Reserve your room by visiting 'Travel & Hotel' under the Annual Conference section of CIRI.org. Please ensure you book under the CIRI group rate as rooms booked outside of the group or at other hotels may result in additional costs to CIRI.

## OPTIONAL ACTIVITIES

Cycle a trail, sample some wine, reel in a fish or hit the greens while building your IR network. Sign up for the **Kettle Valley Cycling Tour**, **East Bench Wine & Cheese Tour**, **Private Fishing Charter**, or **CIRI's 21st Annual Golf Tournament** at **The Harvest Golf Course**. For complete details and to register, visit 'Optional Activities' under the Annual Conference section of CIRI.org.

## INFORMATION AT YOUR FINGERTIPS

Get in on the discussion before, after and during the Conference, by using the hashtag: #CIRI17.

Archived audio webcasts and speaker presentations will be available for download from CIRI.org following the Conference.