

Top 10 Reasons to be a CIRI Ontario Member

1. **Hone your skills.** CIRI Ontario delivers high quality, timely and practical professional development seminars and workshops. CIRI ON members receive significant discounts.
2. **Network.** Benefit from face-to-face networking with your peers in the Ontario IR community.
3. **Mentor or be mentored.** Your Ontario Chapter provides a mentorship program that lets you learn from top IROs. We also offer Mentorship Events free to Chapter members.
4. **Stay informed.** You receive complimentary copies of CIRI's Standards & Guidance for Disclosure with Model Disclosure Policy and CIRI's Guide to Developing an Investor Relations Program when you join and as these publications are updated.
5. **Earn a professional designation.** Take part in the CIRI/Rotman Investor Relations Certification Program and successfully complete CIRI's exam to become a Certified Professional in Investor Relations (CPIR), the first certification program for IR professionals in North America.
6. **Get a raise.** Ensure you are being compensated fairly with CIRI's Compensation & Responsibilities Survey available at special member rates.
7. **Be a voice for change** on important issues that directly affect public companies today and tomorrow. Make your views known to regulators by participating in CIRI's ongoing advocacy efforts.
8. **Stay connected** with CIRI.org and CIRI LinkedIn. Our robust website is an invaluable resource for IR professionals at all career levels. The members only CIRI LinkedIn group provides exclusive social media networking opportunities with a group of experts at your fingertips.
9. **Set your own schedule.** If you cannot attend an event in person, listen to the live or archived webcasts or webinars.
10. **Have fun.** Getting together with your CIRI Ontario colleagues is a great way to manage the stress and challenges faced by every investor relations professional.

For membership enquires:

Lora Turner
Manager, Membership
416.364.8200 x105
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Mentorship Program

The goal of CIRI Ontario's Mentorship and Networking Committee is to promote and facilitate interaction between IR professionals in Ontario. Through the ongoing sharing of ideas, experiences, opportunities, and resources, we hope to foster the IR profession as a whole, while creating a local sense of community. We believe the Mentorship and Networking Committee can help advance the professional development and knowledge base of CIRI Ontario Members, leading to stronger IR practitioners.

The Mentorship and Networking Committee, through its regularly held networking events, aims to bring IR professionals together to connect, share, and build their contacts in a casual setting. The Committee also offers the opportunity for a more focused mentorship program in which it pairs mentors and mentees on a one-on-one basis. While the Mentorship and Networking Committee encourages organic dialogue between mentors and mentees, the Committee is happy to suggest topics for discussion.

Mentors in the program will be granted 4 CEU credits towards their CPIR designation.

2021 – 2022



Mentorship Events

What do you need to be successful in your current IR role? How do you jump to the next level? Join CIRI Ontario's leading IROs as they share their stories and tips on how they successfully navigated their way to the top. Whether you are just beginning your career or looking to move to a more senior role, the mentorship series offers valuable insight and advice. Free to CIRI Ontario members.

To be a part of the CIRI mentorship program, please contact:

Tamara Cook
tamara.cook@hudsonbayminerals.com

Alison Dvoskin
advoskin@arizonasonoran.com

Building Connections. Building Careers.

Be informed. Be connected. Be current.

Be a CIRI Ontario member. CIRI.org



CIRI Ontario Programs

2021/2022



2021/2022 Event Pricing

Ontario programming this year will predominately be held virtually. Where opportunities allow us to host in-person events we are pleased to offer special member pricing with the generous support of the corporate access teams at BMO, Canaccord Genuity, CIBC, Cormark, National Bank, Raymond James, RBC, Scotiabank, and TD.

Virtual Events: Members: FREE Non-Members: \$25

Live Events: Members: \$35 Non-Members: \$55 Webcasts: \$30

CIRI ONTARIO EXECUTIVES

Greg Blazina, *Chair*
Michelle Marguet, *Treasurer*
Emina Begovic
Tamara Cook
Sophia Doulaghsingh
Alison Dvoskin
Christopher Haldane
Salisha Ilyas
Zev Korman
Naomi Nemeth
Trevor St. Arnault
Charlotte Thuot Kucyi

Suggestions or Ideas?

We value your feedback and input on CIRI Ontario events.
Please contact our Ontario Chapter Chair at: greg.blazina@businesswire.com

CIRI Ontario Event Listings for 2021/2022

FALL 2021



COVID: Navigating the New Normal

Have you transitioned back to the office? Or are you still working from home? Curious to hear how your IR peers and capital market stakeholders are handling their transition to an in-person environment? Learn from your fellow IROs and the Street on how they're adjusting to their in-person (or virtual) workplaces, and what means for planning your IR calendar going forward spanning NDRs, conferences, analyst days, site visits and more. Find out how technology will continue to play into this dynamic, and what the buy-side expects from IROs going forward.

FALL 2021



AI, IR & You: Artificial Intelligence and its Impact on Investor Relations

Artificial intelligence (AI) continues to advance by leaps and bounds, with profound implications for investor relations. From algorithmic and program trading to quantitative modeling, AI is here to stay and the modern IR professional must understand the role it plays and the challenges and opportunities it presents. Join us for a discussion on AI and gain a better understanding of these technologies, their applications and long-term implications.

FALL 2021



Understanding the Buy-Side

Join us for an in-depth and informative discussion with buy-side portfolio management professionals on their investment process, including tips on how management and IROs can interact effectively with investors. What are the best ways for companies to share their stories? How has the virtual environment changed/affected how the buy-side interact with issuers (one-on-one investor meetings, marketing trips, conferences and events, investor days)? What resources/strategies are portfolio managers using for decision making and how has that changed? What would the buy-side like to see or hear more of from management teams?

CIRI FUN FACTS

CIRI membership represents approximately 200 non-investment fund reporting issuers with a combined market capitalization of \$3.1 trillion.

Nearly half of CIRI's National membership is based in Ontario.

CIRI is hosting even more virtual events than what is listed above, many free to members! Check out the online calendar to register for upcoming events and to learn more.

ciri.org/education/events/calendar.aspx

FALL 2021



Big Data: How can it be used for IR & Shareholder Targeting

This session explores various aspects of 'big data'. The definition of 'big data' is given as "a combination of structured, semi-structured and unstructured data collected by organizations that can be mined for information and used in predictive modeling and other advanced analytics applications." As it applies to investor relations, we will learn what it is, how to collect it, how it can be used to amplify outreach programs and how it may be used to measure the success of investor initiatives.

WINTER 2021



Farewell to 2021!

Survey and Sponsor Prize Give-Away! November-December 2021

Our annual CIRI Ontario Gala will be replaced this year with a virtual survey and prize give-away. This normally 'live' event is a time when members come together in-person to network and connect with peers and gain helpful information as you move into the new year, celebrate and together say farewell to the past year. Instead, we will send-off 2021 with a member's survey and honour Ontario members who participate with the chance to win some fantastic prizes. Sponsor 'door' prizes will be aplenty as Santa knows how hard you all have worked this year. Look out for our email on how to participate; this will be the end-of-the year survey you don't want to miss!

WINTER 2022




Economic Outlook 2022

CIRI Ontario is pleased once again to present Economic Outlook 2022. Join us for this always popular economic outlook event. 2021 provided more economic uncertainty due to the impacts of the COVID-19 pandemic and government stimulus. During this event, we will hear from a leading economist and discuss what is in store for 2022.


*Event dates and times may vary slightly.
Please view individual event details at CIRI.org*


 *Breakfast seminars
7:45 am to 9:00 am*

 *Mentorship programs*

 *Lunch seminars
11:45 am to 1:30 pm*

 *Archived on CIRI.org*

 *Networking events
5:00 pm to 9:00 pm*

 *Free to members*

SPRING 2022



Governance & ESG

During this session we will discuss best practices in Corporate Governance for public companies. Corporate Governance is a critical concern for IROs and necessary for any company looking to gain trust with their stakeholders. Strong governance typically leads to strong environmental and social values and is therefore the foundation of ESG.

SPRING 2022



Getting Cozy with your Financial Statements

Looking to get a better understanding of your company's financial statements? Want to know what financial information investors and analysts pay attention to? Join us for this one-hour financial statement essentials session as we discuss the key elements of a company's balance sheet, income statement and cash flow statement and how they all link together. We will look at key line items and metrics that are the most relevant for your company and industry to get a better understanding of how these statements should be viewed in light of your IR planning.

SPRING 2022



AGM & Networking

Members are invited to attend the Annual General Meeting to vote for the incoming Board of Directors followed by a networking reception to reconnect with your peers and establish new connections to broaden your network!

ANNUAL CONFERENCE

CIRI's Annual Conference is taking place June 12-14 2022 in Saint-Sauveur, Quebec! This is your opportunity to come together with other IROs from across Canada to stay up-to-date on evolving IR best practices and emerging trends; learn from subject-matters experts; network with peers; and stay informed on the IR tools and services available.

Stay tuned for more announcements this fall on CIRI.org!

Thank you to our valuable partners for their generous support:

