



National Investor Relations Institute

Twin Cities Chapter

Understanding Corporate Access & How to Best Utilize the Sell-Side

Thursday, February 19, 2015 - 11:30 am to 1:00 pm

(Registration 11:30 am, lunch & program 12:00 noon to 1:00 pm)

Loews Minneapolis Hotel, 601 First Avenue North, Minneapolis, MN 55403

We'll explore corporate access and how the sell-side is compensated for access to corporate management with an in-depth look at the broker vote system.

You'll learn:

- How sell-side compensation has changed over the years;
- How regulation by the FCA in Europe will affect how brokers advise corporates on their investment opportunities;
- How IROs can leverage the sell-side to their advantage;
- How to choose and prioritize which brokers should get access;
- Trends across the spectrum of equity marketing;
- Mistakes IROs often make in investor outreach strategy and execution;
- How to think about global marketing: IRO-only meetings, conferences, non-deal roadshows, etc.

 SNL Financial

This program is brought to you thanks to the support of these generous sponsors.



Mark Pellegrino, is currently an Executive Director and Head of Corporate Access at UBS where he advises corporates on their global investor opportunities. With over ten years of experience in corporate access, Mark is one of the most experienced corporate marketers on Wall Street. He previously spent four years as a Director at Deutsche Bank Securities Inc. in their Global Corporate Access group where he worked primarily with US and Latin American companies. He also spent time as a senior member of the US Corporate Marketing division of Citigroup Inc. Previous to that, he was a corporate consultant at Thomson Financial specializing in shareholder analytics and targeting. Mark is a graduate of Princeton University and is based in New York City.



PLEASE MAKE YOUR RESERVATION BY FEBRUARY 16, 2015!

\$30 for members. \$45 for all others. Payment accepted by cash or check at the door.

For questions and reservations, please contact Jane Cracraft at 612-376-7979 or

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