



**National Investor Relations Institute**

Twin Cities Chapter

# Connecting the Dots: How Big Data is Changing Investor Relations

**Thursday, October 8, 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

**Big data is moving out of IT departments and into the C-Suite** with a particular focus on investor relations. Join us and hear how IROs can harness the power of Internet-harvested data by connecting the data dots to:

- **Improve work practices,**
- **More accurately target investors, and**
- **Use data as a predictor of investor behavior – in particular activist investors.**

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



***Rupert Spiegelberg** is one of the founders of Investis Ltd., the fastest growing SaaS platform for corporate communications and IR directors in the US with more than 2,000 issuers as clients globally. He was also responsible for building Investis' Big Data program. He has more than 15 years of experience in IR and corporate communications in the US and Europe and previously drove the company's expansion into mainland Europe as well as heading product development where he brought out a number of industry firsts such as the investor relations app in 2010, a mobile-first IR web platform in 2011 and Audience Intelligence in 2012. He was previously a financial journalist for Bloomberg in the UK, France and Germany. He speaks German and French and has an MBA from INSEAD in France.*



**PLEASE MAKE YOUR RESERVATION BY OCTOBER 5, 2015!**

\$30 for members. \$45 for all others. Cash, check or credit card at the door.

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

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