



## National Investor Relations Institute

Twin Cities Chapter

# Social Media Musts and Musings for IROs

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

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

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

In many areas, social media platforms have become an important part of the news distribution and consumption process. What role do these platforms play in investor relations?

In our session, we will demystify, declutter and simplify social media for IR while taking a look at how many companies are using these communication tools.

Steering the discussion of IR and social media will be Business Wire's Director of Social/Evolving Media [Serena Ehrlich](#), and President of [Investor Relations Advisory Solutions](#) and former chairman of the NIRI National Board of Directors [Derek Cole](#).

Bring your questions, concerns and confusions for our experts and settle in for a great session with simplified, actionable information you can put to use right away.

This program brought to you by these generous sponsors:



### **Serena Ehrlich**

**Director of Social and Evolving Media, Business Wire, Los Angeles**

*Over the last 20 years, Serena Ehrlich has worked closely with public and private companies providing guidance on investor and public relations as well as mobile and social media trend. Serena has implemented local, national and international campaigns for a wide range of companies including LuxuryLink, Viking River Cruises, Kraft, Kohl's, Avon, Mattel, Mogreet and more.*



### **Derek Cole**

**President, Investor Relations Advisory Solutions, Denver**

*Derek is President of Investor Relations Advisory Solutions ([www.IRadvisory.com](http://www.IRadvisory.com)), a strategic advisory firm specializing in investor relations, corporate communications, capital raising support and media relations. Derek is a veteran investor relations practitioner with 23 years experience in the capital markets and strategic planning and 17 years of dedicated investor relations and corporate communications.*



**PLEASE MAKE YOUR RESERVATION BY NOVEMBER 16, 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

[jane.cracraft@businesswire.com](mailto:jane.cracraft@businesswire.com)