



National Investor Relations Institute

Twin Cities Chapter

Governance Marketing and Activism Readiness

Thursday, September 22, 2016 - 11:30 am to 1:00 pm

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

Loews Minneapolis Hotel, 601 First Ave N, Mpls, MN 55403

Last year was a record year for shareholder activism – and activist activity shows no signs of slowing. Readiness is vital and it's never too early to prepare an action plan in case an activist makes an approach. Join us to hear best practices for shareholder engagement in the activism environment, including:

- Key activism trends and recent developments
- Hot button activism topics
- How activism influences research coverage and the sell side
- The rising influence of governance/proxy voting groups at large asset management firms
- The role of passive money in activist campaigns
- How to know whether an activist may be engaging and/or if non-activists are recruiting activists to do their dirty work.



Jim Rossman

**Managing Director and Head of Corporate Preparedness
Lazard**

Jim Rossman is the Head of Corporate Preparedness at Lazard and advises clients in connection with preparing for and responding to shareholder activism. Jim joined Lazard in 2003 and has over 20 years of experience as both a lawyer and investment banker. Prior to joining Lazard, he was a senior equity capital markets banker at Lehman Brothers. Prior to his work at Lehman Brothers, Jim was a corporate lawyer at Cleary, Gottlieb, Steen & Hamilton in their New York and Brussels offices, specializing in capital markets, mergers and acquisitions, and debt restructuring. He also served as Head of Capital Markets for the Americas at HSBC and Head of U.S. Equity Capital Markets at Macquarie Capital Advisors. He earned a B.A. from Kenyon College, an M.A. from The University of Virginia, and a J.D. from New York University School of Law.

We appreciate the support of these generous sponsors:

S&P Global
Market Intelligence



Broadridge



ModernIR
Market Structure Analytics™



padillaCRT



PLEASE MAKE YOUR RESERVATION BY SEPTEMBER 19, 2016

\$45 for non-members. 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