

Breaking Through the Capital Markets' Noise: Understanding Today's Market Structure and How it Impacts IR



March 22nd

LOEWS MINNEAPOLIS HOTEL
601 First Ave N • Minneapolis, MN
55403

11:30 AM – 1:00 PM

REGISTRATION: 11:30

LUNCH/PROGRAM: Noon – 1:00

COST: Members free, non-members \$45 Cash, check or credit card at the door.

QUESTIONS:

Contact Jane Cracraft at
612-376-7979 or email

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PLEASE RSVP BY:

MARCH 17, 2017

The bedrock of the IR profession is telling the story to investors who will buy, and park themselves for the long-term. We deliver that message relentlessly and consistently through quarterly calls, non-deal roadshows, sellside conferences and more. But how often do you think about the market for your shares? What about the explosive growth of passive investment, Blackrock and Vanguard now overseeing a combined \$9 trillion that follows models not stories and ignores the sellside?

Knowing what to do in the IR chair in this market is vital for professional success. Let's take a riveting ride through new market realities for IR.



Tim Quast

Founder and President
MODERNIR

Tim Quast is a 22-year member of NIRI, an Investor-Relations veteran and former IRO, and founder and President of **ModernIR**.

Launched in 2005, ModernIR is a financial technology company that uses Big Data analytics to translate complex market data into trading and investment behaviors for public companies.

ModernIR pioneered the application of data-analytics to IR market intelligence and invented Market Structure Analytics™ for issuers and is now the largest provider of next-generation market intelligence to public companies.

Tim is a frequent speaker and commentator on modern equity trading. His quotes on trading have appeared in leading media including the *Wall Street Journal*, *Bloomberg*, *Financial Times of London*, *Reuters*, *Dow Jones*, *the Denver Post* and the *New York Times*. Tim also appears regularly on *CNBC's Squawk on the Street*.

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