

## Analyst Days – Do's and Don'ts

Analyst days can be very impactful to your company's story and valuation. They provide opportunities for the Street to learn more about your strategy and executive teams. However, pulling off a successful analyst day is a daunting task and is an incredible amount of work. Let our distinguished panel of IROs, a sell-side analyst, and an IR consultant share their first hand experiences and the do's and the don'ts of analyst days.



- How often should companies do analyst days?
- How do I prepare for and organize them?
- How should I decide the location?
- What sort of material should we share?
- How do I evaluate analyst day performance?

### 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

Payment accepted at the door.

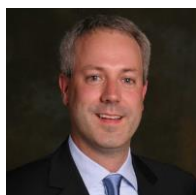
### QUESTIONS

Contact Jane Cracraft at  
612-376-7979 or email

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

**PLEASE RSVP BY**

**FEB. 15, 2019**



### Bill Seymour (Moderator)

V.P. Investor Relations

Entegris Corporation

Bill Seymour is Vice President of Investor Relations at Entegris Corporation (ENTG). He has over 20 years of global Investor Relations experience. He has extensive experience in M&A, C-Suite transitions, product/technology introductions, investor activism, analyst days, investor story rebranding and crisis communications.



### Richard Edwards

V.P. Investor Relations

Polaris Industries

Richard Edwards is Vice President of Investor Relations at Polaris Industries Inc., a \$6B Fortune 500 manufacturing company and recognized leader in the powersports industry. Richard joined Polaris in January 2001. He has over 20 years combined experience in Investor Relations, Treasury, Internal Audit and Accounting.



### John Hulbert

V.P. Investor Relations

Target Corporation

John Hulbert is Vice President of Investor Relations at Target. In 2000, John joined Target as a Financial Analyst. Before moving to the Communications team in 2007, John held a variety of positions within Target's Finance team.



### Michael Lasser

Managing Director

UBS

Michael Lasser is a Managing Director and a Senior Research Analyst following the Hardline / Broadline and Food Retail sectors at UBS. Michael has been ranked in the top 3 of the Institutional Investor All-American Research Team surveys since 2014.



### Gene Rubin

S.V.P.

Rivel Research Group

Gene Rubin has been with Rivel since 2000 and is a senior member of the strategy team. Gene heads up close to 60 strategic investor perception studies annually. His primary responsibilities include project development, strategic analysis, senior management and BoD presentations, and client consultations.

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