

# IR: RIDING THE WAVE

## II Madrid International Conference on Investor Relations

### OFFICIAL LANGUAGE

English

### VENUE

ME Madrid Hotel  
Pl. Santa Ana, 14  
28012 Madrid (España)

Special Room fare for  
Conference Attendees: € 175  
(+VAT, Breakfast included)  
Available during the previous and  
following days to the conference

### RESERVATIONS

Phone: +34 91 7016000  
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Please quote *Aeri Conference*

### REGISTRATION

Please connect to  
[www.aeri.es/MadridInternationalConferenceIR](http://www.aeri.es/MadridInternationalConferenceIR)

If you are facing any problem,  
please contact:  
Javier Rodríguez Vega/Noelia Álvarez Díaz  
Phone: +34 91 3458796  
Mail: [irconference@aeri.es](mailto:irconference@aeri.es)

### REGISTRATION FEE

AERI Members  
~~€ 900~~ **Free**

Other IR Associations Members  
~~€ 900~~ **€ 300**

Non-members  
€ 900

Suppliers and Consultants  
€ 2.000

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## II Madrid International Conference on Investor Relations

Madrid, 19<sup>th</sup> January 2012

# IR: RIDING THE WAVE

## II Madrid International Conference on Investor Relations

- >> Join interactive plenary sessions about some of the issues that define Investor Relations practice nowadays
- >> Learn the expectations that most of key contacts of Investor Relations professionals have about their function
- >> Reshape yourself for the new market environment arisen from the recession
- >> Liquidity and investors are difficult to find; understand how to approach new markets
- >> Learn how to integrate sustainability into your business and how to make it a material issue for investors
- >> Understand the increased level of transparency and disclosure required by investors and analysts

### 20:00 WEDNESDAY 18<sup>TH</sup> JANUARY

#### WELCOME COCKTAIL & DINNER

Palacio Cibeles

### 8:30 THURSDAY 19<sup>TH</sup> JANUARY

#### OPENING REMARKS

**Ignacio Cuenca.** *Chairman. AERI. Head of Investor Relations. Iberdrola*

### 8:45 A CHIEF ECONOMIST'S VIEW FOR 2012

**Christopher Potts.** *Head of Economics & Strategy. CA Cheuvreux*

### 9:15 INVESTMENT PROCESS

- > Leveraging the sell side to capture investor mindshare
- > How the buy side makes investment decisions
- > Managing your share price

**Nic Rixon.** *Managing Partner. Shirlaws Consulting*

**Mike Pinkney.** *Senior Infrastructure Analyst*

**José de la Rosa Rato.** *Managing Director. Amber Capital*

### 10:30 COFFEE BREAK

### 11:00 CREATING VALUE THROUGH AN INTERNATIONALLY DIVERSIFIED SHAREHOLDER BASE

- > Investor relations beyond borders: Special focus on SWFs
- > Investor targeting proven strategies
- > Cross-border listings to help you

**Rob Newman.** *Managing Director. King Worldwide Investor Relations*

**Isabelle Dubé-Côté.** *Director International Listings. NYSE Euronext*

**Angela Henderson.** *Head Corporate Access-Europe. Deutsche Bank*

### 12:15 FIXED INCOME IR: BEST PRACTICES IN DEBT IR

- > How IRO's deliver their message to fixed income holders and rating agencies
- > The "Maturity Wall" and the current environment for debt issuance

**Nacho Moreno.** *MD Capital Markets Southern Europe. Barclays Capital*

**Erwin van Lumich.** *Head of EMEA Energy, Utilities & Regulation. Corporates.*

**FitchRatings**

### 13:30 LUNCH

### 15:00 INTERNATIONAL INVESTOR RELATIONS

- > The state of IR in the US: Challenges, trends

**Kraig Conrad.** *VP Professional Development. NIRI*

### 15:30 CONVERGENCE IR-CORP GOVERNANCE, IR-SUSTAINABILITY... SRI

**Giulio Pediconi.** *Managing Director. Sodali*

**Ramón Pueyo.** *Director Global Sustainability Services. KPMG*

### 16:45 COMMUNICATIONS – HOW TO MANAGE EXPECTATIONS

- > Effective communication under difficult conditions
- > Social Media

**Joanna Moss.** *Senior Advisor. Kreab Gavin Anderson*

**Chris Collett.** *Global Head Investor Relations. Thomson Reuters*

### 18:00 CLOSING REMARKS

### 18:30 CLOSING SPANISH WINE