

Investor Day: Advisory Services

**Our solution is a holistic and flexible approach.
We have built our reputation on creating meaningful value.**

With unparalleled experience executing 50+ successful investor days, we provide the expertise, direction and support necessary to maximize your investor day impact. Our client commitment includes:

- Serving as a subject matter expert, sounding board, project manager and resource
- Leveraging our extensive experience working with executive and operational management to develop compelling, content-rich presentations
- Facilitating a thoughtful approach to preparation, including on-site rehearsals, presenter coaching and Q&A strategy



Pre-event Perception Study

Our customized and comprehensive approach to primary investor research identifies factors that influence valuation and crystallizes what is within a company's control to unlock value. Based on statistically significant research, we deliver powerful insights and actionable, practical recommendations that enable our clients to capture maximum mindshare.



Event Strategy and Execution

Leveraging event planning experience and best-practice knowledge, we assist with every aspect of execution, streamlining the process and ensuring the event is a success and delivers on its objectives.



Presentation Development

We offer valuable external perspective and hands-on expertise to develop highly-rated and impactful investor presentations.



Post-event Survey

Our report, based on a multi-question survey, captures sentiment and feedback on presentation content, delivery and event format, measures critical message retention, and benchmarks results against our proprietary database.

Investor Day Planning Checklist & Timeline

Although no two investor days are identical, below is a general checklist for executing a successful investor day

9 to 12 Months Prior

- Select event date; review peer and industry calendar to identify conflicts
- Research and select venue
- Lock-in executive calendars

4 to 6 Months Prior

- Conduct perception study to identify knowledge gaps, clarify expectations and gauge sentiment
- Identify speakers
- Send Save-the-Date
- Prepare internal schedule and event agenda
- Invite non-presenting company reps
- Receive management sign-off on key messages and event goals
- Begin PowerPoint presentation design/build-out
- Secure travel arrangements (hotel, transportation)
- Decide on giveaways

3 Months Prior

- Assess perception study findings, determine key concepts/objectives and critical messages
- Set up event registration website/portal
- Send official invitation
- Issue press release announcing event
- Finalize/order giveaways, if appropriate
- Determine A/V needs, reserve equipment
- Promote/remind of the event on earnings call
- Complete first draft of presentation and start vetting with management

1 to 2 Months Prior

- Develop management Q&A
- Monitor RSVPs; conduct email and phone outreach to confirm attendance

2 Weeks Prior

- Review/refine presentation, discuss Q&A, align on financials/forecasts

1 Week Prior

- Review presentation, incorporate final edits
- Receive legal and financial sign-off on materials
- Draft/finalize "day-of" press release
- Provide briefing binder to speakers
- Prepare company attendees on Reg FD

1 to 3 Days Prior

- Print materials, including name tags (save electronic backup copies)
- Conduct on-site rehearsal, management coaching, staging
- Test webcast and ensure access information is prominently positioned on IR website

Day (Morning) of

- Issue press release

Post-event

- Conduct a survey to measure success and determine areas that still need clarification
- Send personal "Thank You" emails to key attendees
- Debrief management/BoD on attendee feedback
- Archive webcast presentation slides and transcript on website for at least 12 months