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Rivel Intelligence Council Conference December 9th, 2009 Agenda

**Venue: NASDAQ MarketSite
Four Times Square, 43rd and Broadway, New York City**

**RSVP to Barbara Sullivan
bsullivan@rivel.com by November 16th**

9:00-9:30am: Registration & Continental Breakfast

9:30-10:30am: Brian Rivel: Opening remarks and presentation. Brian will draw from the recent Perspectives on the Buy-Side study and new research undertaken this summer and fall to delve into the mindset of the institutional investor and what drives their investing decisions today. We will discuss how the current economic environment has changed conventional thinking with respect to communicating with investors and analysts.

10:45-11:45am: Interactive Buy-Side & Sell-Side Panel - Moderated by Linda Kelleher. Leveraging what we discussed in the opening presentation, we will explore some of the more salient changes that have happened this year with members of the buy-side. This interactive session will help guide communications strategies and tactics for 2010. Some potential items for discussion: the landscape in 2010 on an international scale, risk management, financial drivers of value, transparency vs. disclosure, guidance, corporate governance and other topics that the group wants to share.

Noon-12:45pm: Lunch

12:45pm-1:45pm: Guest speaker: Dr. Frank Hatheway, Chief Economist, NASDAQ OMX

Dr. Hatheway is responsible for a variety of projects and initiatives to support the markets and improve market structure. Since joining NASDAQ OMX, he has carried out a number of studies on NASDAQ and other markets, developed NASDAQ's opening and closing auctions, and advised on major corporate initiatives such as the launch of the NASDAQ Options Market and NASDAQ OMX Europe. Prior to joining NASDAQ OMX, Dr. Hatheway was a finance professor at Penn State University and a researcher in market microstructure. He has authored academic articles in the Journal of Finance, Journal of Financial Intermediation and other leading finance journals. Dr. Hatheway has served as an Economic Fellow and Senior Research Scholar with the U.S. Securities and Exchange Commission and received his Ph.D. in Economics from Princeton University.

2:00pm-3:30pm: Topical discussions - Introduced by Rivel executives, moderated by Linda Kelleher

- **Social media:** What impact are social media having on the investment community? Are the buy-side and sell-side using this as part of their work? How can IROs best harness these new communications tools to be more effective?

- **Maintaining your standing the strategic loop:** Do investors and analysts see this as important for IROs? Understand how the investment community feels about this issue and what IR can do to best position themselves internally and externally to achieve maximum credibility. How can you further increase your standing with the board and management?
- **Intelligence Council brainstorming** (time permitting). How can our new program better serve the needs of the members? What ideas are in the works for the near future?

3:30-4:00pm: **Preparation for ringing the NASDAQ Closing Bell.** Our group will close the NASDAQ Stock Market, including pictures in Times Square and in the studio.

4:00pm: **Ring the Bell!**

4:15pm: **Cocktails at NASDAQ Market Site:** Lobby and Drum area.

Nearby Hotels:

Renaissance Times Square
2 Times Square
714 Seventh Ave. between 47th Street and 48th Street
New York, NY 10036
<http://www.renaissancetimesquare.com/>

Marriott Marquis
1535 Broadway
New York, New York 10036
<http://www.marriott.com/hotels/travel/nycmq-new-york-marriott-marquis>

The Peninsula New York
700 Fifth Avenue at 55th Street
New York, NY 10019
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