

2024 GUIDELIGN CONFERENCE



Amplifying Success:

AI

Macro Trends

The Board

Investor Communications

ENCORE Boston Harbor | Massachusetts
November 19-20, 2024



Rivel is recognized by the NIRI Certification Council
to offer IRC Professional Development Units (PDUs)



MONDAY, NOVEMBER 18, 2024 | 6:00 pm – 7:30 pm

Boston Bash: Opening Night Reception

**2024 GUIDELIGN
CONFERENCE**

TUESDAY, NOVEMBER 19, 2024 | 7:30 am – 4:30 pm

- 7:30 am** | Breakfast + Networking
- 8:30 am** | The Changing Landscape: Equity Markets, Asset Strategies, and Investor Relations
Mary Ann Deignan, Managing Director, Lazard Investment Banking
Ron Temple, CFA, Chief Market Strategist, Lazard Investment Banking
- 9:30 am** | Networking Break
- 10:00 am** | Resilience in the Storm: Crisis Communications Tactics
David Beckel, VP, Head of Investor Relations and CFO of Digital & IT Services, Xerox
Megan Larson, Senior Advisor, IR, Murphy Oil Corp.
Andrew Siegel, Partner, Joele Frank
Cindi Buckwalter, Senior Vice President, Rivel
- 11:00 am** | Networking Break
- 11:15 am** | Rapid Action LIVE!
Breakout Session
- 12:15 pm** | Lunch + Networking
- 1:15 pm** | The Global IR Revolution: Key Drivers and Future Opportunities
Oskar Yasar, Managing Partner, Broome Yasar
Laura Kiernan, IRC, CPA, Senior Vice President, Rivel
- 2:00 pm** | Networking Break
- 2:15 pm** | Approach to IR: A Strategic Business Unit
Sam Ramraj, Vice President of IR, Edison International
Gene Rubin, President, Rivel
- 3:15 pm** | Investor Engagement in 2025: What's Expected
Sean McCurdy, Vice President, Rivel
- 3:45 pm** | Networking Break
- 4:00 pm** | Vendor Vibes: Peer Experiences with Service Providers
Breakout Session
- 4:50 pm** | Raffle + Closing
- 6:30 pm** | Mix, Mingle & Dine: 5.0 Awards and Dinner

WEDNESDAY, NOVEMBER 20, 2024 | 7:30 am – 1:00 pm

**2024 GUIDELIGN
CONFERENCE**

7:30 am | Breakfast + Networking

8:30 am

The Challenge

Dave Bobker, Senior Managing Director, Rivel
Limor Bernstock, Managing Director, Rivel

Roll up, roll up! Test your governance, sustainability and IR knowledge for a chance to win prizes! Join us for a fun, interactive gameshow challenging you on the latest regulations, investor demands and engagement best practices. Dive into the evolving landscape and see how well you can navigate its complexities while competing in **The Challenge**. Don't miss the chance to learn, compete and win!

9:30 am | Networking Break

9:45 am

Trailblazing the Future with AI: Insights from a Pioneer

Shivani Kak, Head of Investor Relations, Moody's Corporation
Moriah Shilton, Senior Vice President, Rivel

10:30 am | Networking Break

10:45 am

Unpacking AI: Active Discussions on AI's Role *Breakout Session*

11:45 am | Raffle + Closing Remarks

12:00 pm

Lunch + Learn: Targeting and Engagement Strategies *Laura Kiernan, IRC, CPA, Senior Vice President, Rivel*

NETWORKING SPOTLIGHT

~10 hours

Of dedicated networking with your peers built-in throughout the conference.

Contact: Barbara Sullivan
bsullivan@rivel.com

Location: ENCORE Boston Harbor
1 Broadway, Everett, MA 02149