

# IR Impact Think Tank – Europe

## Exclusively for senior IROs

Thursday, June 26, 2025, Bank of America, London

### ABOUT OUR THINK TANKS

Join **senior in-house IR professionals** from listed companies for a focused event tackling today's key challenges – strategic investor targeting, crisis communications, AI in IR, digital engagement, ESG evolution, and **defining what IR excellence** looks like.

This isn't your typical conference. We combine expert-led panels with **confidential roundtable discussions** designed for **candid, peer-to-peer conversations**. Nothing is quoted or attributed, so you can speak openly and leave with real, **actionable strategies you can use** straight away.

### AGENDA

**8.15 am**     **Registration, refreshments and networking**

**8.45 am**     **Opening remarks: Welcome to the think tank**

**9.00 am**     **State of the markets: Communicating with impact amid global uncertainty**

As macro, political, and investor dynamics shift, IR teams must cut through the noise. This session explores what's driving sentiment in 2025 and how to communicate effectively in a volatile, passive-led world.

- Gain expert insight into the shifting macro, political and regulatory landscape
- Identify the key forces shaping the 2025 outlook
- Assess the risks and catalysts for UK and European equities
- Strengthen messaging in a deglobalising, passive-heavy market

**9.30 am**     **Strategic investor targeting: Finding the right mix in today's capital markets**

In today's fragmented capital markets, precise investor targeting is crucial. This panel will explore how companies can refine their outreach strategies, from institutional investors to retail and family offices, and adapt to shifting trends for growth.

- Tailoring your targeting mix by size, region, and goals
- Key metrics for prioritizing and segmenting investor targets
- New approaches to corporate access, format, and engagement
- Engaging retail, family offices, and different fund types
- Strategies for expanding into markets like the US

**10.00 am**     **What is driving your stock and a new wave of shareholder activism in the region?**

From rising activism to shifting trading patterns, this session explores what's really driving market activity around your stock. Hear from experts on the forces at play – and how to communicate effectively across your business.

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- Unpack the new wave of shareholder activism in the UK and Europe
- Learn about the different factors affecting trading activity in the current climate
- Understand what's behind trading volatility and clarify internal messaging around it
- Navigate opaque registers and identify beneficial owners

### **10.30 am Roundtables – Navigating the latest market dynamics and IR trends**

Join this interactive roundtable to discuss the latest trends in market volatility, shareholder activism, and strategic investor targeting. Share experiences with peers and explore practical approaches to communicating effectively in today's fast-moving and fragmented capital markets.

### **11.00 am Networking break**

### **11.30 am New reality: Rethinking your ESG strategy, reporting and investor expectations**

As ESG faces increased scrutiny and shifting global standards, IR teams must navigate new regulations, investor demands, and political pressures. This session explores whether companies should adjust their ESG strategy and how to communicate effectively in this evolving landscape.

- How new rules like CSRD and CSDDD will change sustainability reporting
- Aligning ESG with global frameworks for impact, risk, and opportunity
- Metrics and disclosures investors still value vs those losing relevance
- Managing diverging EU/US ESG expectations
- Integrated annual reports vs standalone disclosures: What works?
- Addressing greenhushing, political backlash, and D&I criticism
- When to adapt, pause, or strengthen your ESG strategy

### **12.00 pm Delivering robust investor days during uncertainty: Planning and performance**

Investor days are critical when it comes to meeting the rising expectations for transparency, engagement and seamless delivery. This panel explores how companies are rethinking event strategy – from smarter planning and stakeholder targeting to hybrid formats that drive confidence and deliver impact.

- Building an effective agenda that balances strategy, storytelling and access
- Pre-event preparation: aligning messaging, materials and spokespeople
- Tactics to boost engagement across in-person and virtual audiences
- How to use AI and tech to enhance interactivity, track participation and gather feedback
- Analysis of and lessons learned from recent investor days – what worked, what didn't

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**12.30 pm Roundtables – Most effective communication practices with investors and analysts**

Join peers to explore how IR teams are evolving their communication strategies amid investor fragmentation, regulatory change and rising expectations. This roundtable will cover how to tailor messaging for different investor types, align globally as a team, and assess what's working when it comes to guidance, digital tools and disclosure practices.

**1.00 pm Lunch**

**1.55 pm Eight ways investors think about valuation – and how to talk to them about it**

Investors use different methods to assess value. This session breaks down eight common approaches and shows how to tailor your messaging to each one. Walk away with clear, practical tips you can apply to your next results call or investor meeting.

**2.15 pm Intelligent IR best practices: How modern IR teams use AI and automation**

AI is moving from buzzword to boardroom. This session explores how IR teams use AI to boost efficiency, gain insights and improve investor engagement. Hear practical examples, tool recommendations and advice on balancing innovation with human judgment.

- Real-world AI use cases in IR across company sizes
- How AI drives efficiency and new insights in IR
- Tools and data sets that deliver real results (and what to avoid)
- What AI-literate investors expect and how to stay ahead
- Evaluating AI solutions for your team's needs
- Overcoming barriers to AI adoption in IR
- Future trends: sentiment analysis, predictive insights, and investment analysis

**2.45 pm From good to great: Secrets of award-winning IR teams to get a seat at the table**

What makes an IR team exceptional, and how can you stay ahead as the role evolves? Join award-winning IROs to discuss what sets top teams apart, how to manage priorities, and how to build influence within your company. Leave with practical tips on time management, team development, and securing a seat at the strategic table.

- Key traits of exceptional IR professionals
- Prioritizing time and resources in a fast-paced environment
- Gaining internal influence and driving strategic value
- Career progression in IR – where to go next?
- The future of IR in evolving markets

**3.15 pm Inside the investor mindset: What the buy side wants now**

What do investors really want from company communication today? In this session, leading buy-side professionals share what's driving their decisions, how they assess management

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credibility and reporting, and how IR teams can earn attention – and trust – in a noisy market.

- How investors are positioning themselves in current macro conditions
- Red flags and common mistakes that turn investors off
- Tips for access, communication and reporting – direct from the buy side
- Whether and how AI is influencing investor decision-making
- What UK and European companies can do to regain investor confidence
- How small caps can stand out and get meaningful investor attention

**3.45 pm**      **Closing remarks and summary of key takeaways**

**4.00 pm**      **End of think tank**