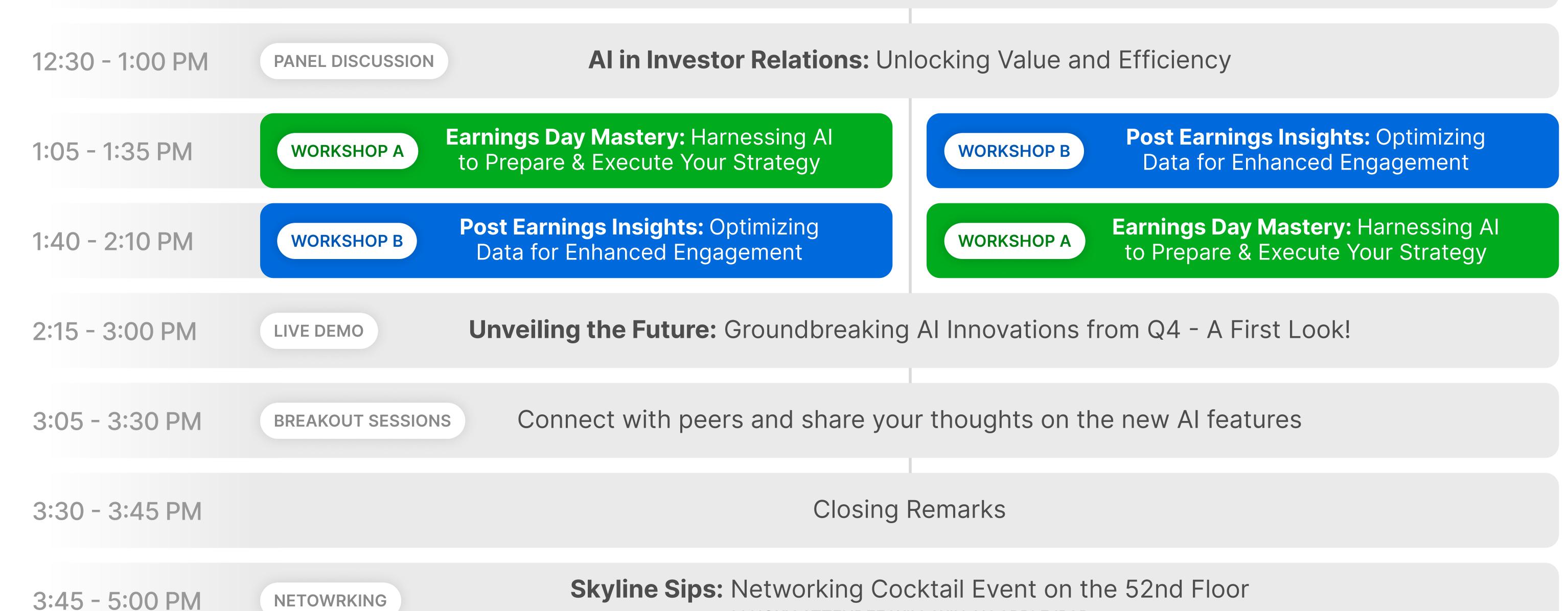
IR Masterclass: Leveraging Al & Tech for Success



Schedule

	GROUP 1	GROUP 2
11:30 - 12:00 PM	Registration & Check-In	
12:00 - 12:30 PM	The IR Exchange: Hot Topics Over Lunch CONNECT WITH PEERS OVER A COMPLIMENTARY LUNCH	



Workshop Details

Attendees will be divided into two groups: Earnings Day Master and Post Earnings Insights. Led by a Q4 expert, each interactive workshop will include thought leadership discussion, a live demo, and time for questions.

Earnings Day Mastery: Harnessing AI to Prepare & Execute Your Strategy

Workshop 1 - Pre Earnings/Co-pilot

- 1. How you are leveraging AI to free up time for yourselves and your c-suite
- 2. New opportunities for innovation
- 3. How to leverage mission critical tools and the expertise of your partners as an extension of your team
- 4. How to build your earnings day tailored to the needs and strengths of your executive team

Post Earnings Insights: Optimizing Data for Enhanced Engagement

Workshop 2 - Post Earnings/Peer Transcripts

1. How to overcome internal resistance to new technology

2. Obstacles and inefficiencies to accessing IR data in 2020s

3. Targeting: spending your time with the right investor

4. Planning ahead: using your learnings and applying them to the future

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