



Investor Events Today: How to Maximize Impact with Technology

April 2019 Newsletter

Investor events have come a long way from the powerpoint slide decks of the past. For one thing, they are extremely personalized and dynamic ---with companies striving to maximize the various technological tools that can generate a buzz at these formerly staid events. These tools range from the very presentations themselves, which can now feature embedded videos and links that literally bring life to the formerly flat information, to the heavy use of interactive devices, enhanced audio materials and even more dynamic seating and presenter setups.

Below are a few that i-advize has observed in recent months:

- ▶ **Dynamic Speaker Setups aimed at seemingly bringing the presenter “closer” to the audience via a more relaxed atmosphere.** Speakers often walk on the stage freely versus being confined to a space, or there is “talk show” seating where they sit on comfortable chairs and interact with the audience.

Before: Podium “Wall”



In the past, formal presenter styles included the wall-like podium which visibly and physically separates the speakers from the audience.

Today: Talk Show Format



Currently, we are seeing “friendlier” presentations, where the speaker is directly in front of the audience with no barriers. The traditional wood podium has been replaced by a popular glass podium which eliminates the visual barriers.



► **Microphones and Audio Equipment are also more relaxed and aim to enhance the speaker's ability to interact at a higher level with the audience.** Oftentimes, wireless headsets or clip-on wireless mikes replace traditional hand-held ones, thereby giving speakers more range of movement as well as free use of their hands.

Before: Inhibited from free movement



Today: Less cumbersome /virtually invisible



► **Virtual reality tools can enhance the company's ability to bring its story to life.** These tools are not only an effective way of exhibiting the company's facilities, they also help investors better understand operations and conceptualize the company's investment story. Recently, Gerdau, one of i-advize's Brazilian clients, enabled investors at a NYSE event to engage in a virtual tour of operations, via devices that were provided to each of the participants. The devices had been previously outfitted with interactive virtual tours that enabled the company to showcase its different industrial and manufacturing facilities. Investors were able to select from a menu of options and then "visit" these locations as presenters described the operations.

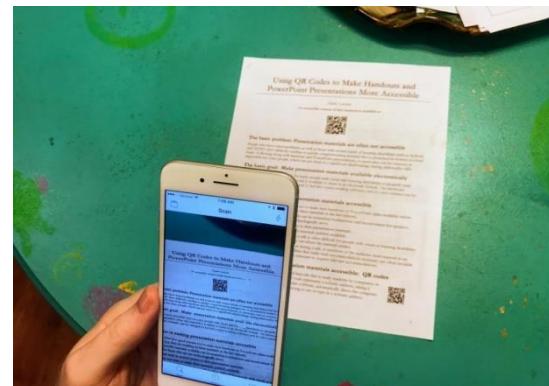
- iPads can be used to follow the presentation(s), virtual visit locations and even queue up for the question and answer session, among other activities.
- QR Codes to download presentations and IR materials related to the event and company. This is a cost effective and eco-friendly way to comply with transparency.
- Virtual Reality Gear can bring "out of reach" experiences to participants. These technologies are becoming more common in events.



Before: Traditional Printed Materials and Tours



Today: iPads, devices, QR codes increase interactivity and wow factor



- **Video and Audio Webcasts on the Internet enable participants to remotely join events.** Management is thus able to simultaneously communicate a uniform message to a larger universe of investors and analysts, and even answer questions from participants not physically present.

Before: Participation limited to those who can physically attend the event



Today: Join the event via live video or audio events





► **Online Surveys enable companies quick and immediate feedback after the events take place.** For investors, this means that they can provide insight and suggestions with minimal effort and in little time. This is a lot more convenient for the average portfolio manager than taking telephone calls requesting individual feedback and it allows the company to reach a wider group of people much more quickly.

Before: Calling investors for feedback



Today: Online survey with immediate data analysis



► **Mobile apps created specifically for an event.** These apps can include all the information pertinent to the event, such as: agenda, speaker bios, downloadable presentations, etc. In some cases, these work to promote networking among attendees, by publishing attendee profiles, messaging platform, trivia or other interactive games, as well as a photo gallery, where participants can upload pictures. Prior the event, users have the option to send in questions and concerns, allowing companies ample time to prepare an event even proactively address those topics during presentations.

Before: Printed materials



Today: A one-stop platform supporting all types of devices (phones, tablets, laptops) with all the information related to the event and company (downloadable material).





Traditional face-to-face shareholder meetings are being challenged by an increased demand for virtual events such as webcasts, video conferences, webinars and web conferencing. In an ever-evolving world where technology is often a catalyst for change, Investor Relations teams should embrace these tools to increase transparency and strengthen communications.

As the leading IR agency in Latin America, i-advize Corporate Communications, has helped a wide number of issuers from all industries join this revolutionary trend. Our advisory in the field goes beyond traditional IR solutions, and Investor Days are not the exception. In the past year, we have implemented these innovative tools to help our clients get the most of their Investor Days and promote their investment story. In this Newsletter you can see some of the innovative events that i-advize has produced this season using updated technological tools.

For more information and support on planning your strategic objectives for the coming year, contact i-advize Corporate Communications.



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