

Update your investor relations skills with training and wisdom from the industry's leading experts

IR University's convenient audio conferences and webinars keep you— and your programs—on the leading edge

Take part in these IR Master Class and IR Bootcamp Workshops live . . . or attend on your schedule with CDs or on-demand webinars. You'll find high-level conferences with accomplished, veteran IR practitioners on today's most critical IR skills, strategies, tools, techniques, issues and financial regulations—a complete professional development program to meet all your training and updating needs. Audio conferences and webinars run 90 minutes. All events include conference manual with handouts, plus transcript (emailed to all participants following the conference). For more information on any of Bulldog Reporter's IR University programs, call 1-800-959-1059.

2010 Schedule

Conference Title	Type	Date
2010 Proxy Prep Bootcamp: What Every IRO Must Know to Successfully Navigate the New Proxy Landscape	Master Class	1/15/10
More Powerful IR Presentations: Top Executive Training Guru Shares Six Secrets of Superior Financial Presentations for CEOs, CFOs and IROs	Bootcamp Webinar	1/29/10
Activist Investor Update for IR: Essential Steps and Strategies for Coping with Shareholder Activism in 2010	Master Class	2/12/10
ROI on Corporate Responsibility: What Every Company Must Know about How Sustainability and CSR Impact Valuation—and What to Do about It	Master Class	2/26/10
Enhancing Communication with Your Board: Tools Every IRO Can Use to Make Board Interaction More Informative and Impactful	Bootcamp Webinar	3/19/10
Investors Speak Out: What Institutional Investors Want to Hear from Small and Mid-Cap CEOs	Master Class	3/26/10
Increasing IR Influence in Your C-Suite: The Seven Disciplines of Being a Trusted Strategic Advisor to the CFO	Master Class	4/16/10
Mastering Finance: Understanding the Balance Sheet for IR Professionals	Bootcamp Webinar	5/14/10
A Walk on the Buy Side: Best Practices in Working with Institutional Analyst	Master Class	5/28/10
Breaking Down Earnings Guidance: Ten Common Challenges, Case Studies and IR Solutions You Can Apply to Your Job Today	Bootcamp Webinar	6/25/10
Scripting Your CEO and CFO for Quarterly Earnings Calls	Master Class	7/16/10
The Dodd-Frank Act of 2010: The Impacts Its Corporate Governance, Executive Compensation, Compensation and New Proxy Disclosure Requirements Will Have on IR—and How to Prepare for Them Today	Bootcamp Webinar	7/30/10
Secrets of More Powerful IR Presentations: Today's Leading Best and Worst Practices	Master Class	8/13/10

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Conference Title	Type	Date
Essential Elements of Successful Analyst & Investor Days	Master Class	9/10/10
The Essential Skills of Being a Strategic Counselor to the C-Suite	Bootcamp Webinar	9/17/10
A Walk on the Buy Side: Best Practices in Working with Institutional Analysts	Master Class	9/24/10
Social Media Myths and Mysteries: What Social Networks Really Mean for IROs	Master Class	10/15/10
Attracting & Working with Sell-Side Analysts to Improve Valuation	Master Class	10/29/10
Can We Talk: What CFOs Really Want from IROs	Master Class	11/19/10
Corporate Social Responsibility: IR Planning and Initiatives	Master Class	12/03/10
Most Effective Strategies for Coping with Shareholder Activism	Bootcamp Webinar	12/10/10

IR University lets you train and update your staff from the convenience of your office – for an extremely low price.

What is an audio conference? What is a webinar?

An audio conference is much like a 90-minute conference call or a Planning and Executing Road Show that take by your questions to panelists or expert instructors. A webinar is 90 minutes and is supported additionally with graphics, usually slides or video. Best of all, you and your team are able to participate in a live Q&A with all the speakers.

To enter the call, simply dial the conference 800-number from your phone, put in your PIN, and you're connected! Now you can train your entire staff for just \$299 per dial-in site (see detailed pricing section below)! Additional dial-in sites require additional registrations.

What's included in your audio conference and webinar registration?

- A site license to attend the conference (invite as many colleagues as you can fit around your speakerphone, at no extra charge)
- IR University's conference manual, which includes up-to-the-minute, verified contact information and background on the panel, as well as additional value-add articles from the archives of IR Alert.
- Webinar slides are downloadable and may be printed out in advance of the event
- A full transcript, emailed to you soon after the conference
- The opportunity to connect with any or all of the speakers during the audience Q&A session.

When are the audio conferences and webinars held?

Most IR University audio conferences and webinars are held on Fridays, and all take place at 10:00AM PT, 11:00AM MT, 12:00,

Noon CT, and 1:00PM ET. Each event is available on CD or MP3 on demand following the live presentation.

How much do the audio conferences and webinars cost?

Audio Conference/Webinar Registrations or Dial-In-Sites	Audio Conference/Webinar
1-2	\$299
3-10	\$245 (Save 19%)
11 or more	\$220 (Save 28%)

REFUNDS: Cancellations received before 8:00PM Eastern time two days prior to any event may receive a full refund, less a \$25 service charge.

How can I register for IR University events?

To register for any conference, just call Bulldog Reporter's IR University Client Satisfaction Department at 1-800-959-1059 or go to the event landing page for online registration. Registrations for each event are accepted until 12:30PM Eastern time, the afternoon of the conference. But because most conferences are supported by printed materials, we encourage early registration.

What is IR University "On Demand"?

IR University "On Demand" gives you encore presentations of our very best audio conferences and webinars. If you missed any of our great events—either Master Classes or Bootcamp Webinars—you still have a chance to listen to these "golden" sessions. Best of all, you and your staff can schedule "On Demand" training sessions anytime you want – as many times as you want.

**For more information on any of these events—or to register—
phone 1-800-959-1059 or go to www.iralert.com**