



## CASE STUDY: BEST PRACTICES FOR CONFERENCE PREPARATION

Efficiently Optimizing Conference Attendance & Preparation Through  
Advanced Analytics and Industry Specific Expertise

[www.ipreo.com](http://www.ipreo.com)

SECTOR:  
Consumer Services

EXCHANGE:  
NYSE

MARKET CAP:  
Large Cap

## INTRODUCTION

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Ipreo's client was busy preparing for earnings when the investor relations team received an indications of interest list for an upcoming Sell-side Conference to review and provide feedback within the next 48 hours. Given the client garnered interest from 150 contacts, representing 100 unique firms, the team did not have the bandwidth to assess the meeting requests and provide feedback, while also making sure they prepared management for the upcoming earnings announcement.

As this event was one of the largest conferences the client attends each year, the team was also concerned about providing management with a simple conference briefing book that succinctly summarized each investor meeting with the most critical quantitative and qualitative information.

To address its challenges, the client partnered with Ipreo to:

- Prioritize and tier the meeting requests to optimize management's time
- Develop a conference briefing book to prepare management for each meeting

# IPREO'S APPROACH



## PRIORITIZATION

- ❑ To assess the quality of investors attending the conference, Ipreo prioritized each attendee utilizing key metrics such as shares held, purchasing power, portfolio suitability, peer ownership, and real-time capital flows.
- ❑ Ipreo performed a deep-dive for any investor with a history of shareholder activism and then notified the client if any firms were deemed a threat.
- ❑ Ipreo recommended firms for one-on-one meetings based on the aforementioned metrics as well as proprietary investor intel and contact-specific fund targeting.
- ❑ For mid-tier firms warranting group meetings, Ipreo recommended investor groupings based on whether the meetings would be maintenance or target-based in nature, as well as whether the audience would be value-or growth-driven.



## SUMMARY

- ❑ Once the client received the conference meeting schedule from the conference corporate access team, Ipreo developed a conference briefing book specific to the client's needs, which featured not only the aforementioned key descriptive metrics, but also the imperative qualitative insights such as longer-term sector rotations, fund level sentiments, and discussion points from previous meetings with the contact.
- ❑ As management did not want to be caught off guard with a line of questioning specific to a peer, the largest peer holding and position value was displayed with the descriptive metrics.
- ❑ As the corporate access team implemented the recommended meeting groupings, an overarching meeting theme was designated for each group for management to have an easy reference point when preparing between meetings. The meeting themes indicated whether the meeting groupings were generally bullish or bearish and whether the meeting goal was more holder maintenance or investor targeting.

# RESULTS & IMPLEMENTATION

- 1 Utilizing Ipreo’s recommendations, the client was able to easily respond to the sell-side with the investors they wanted to meet, and whether the meeting should take place in a one-on-one, small, or large group setting.
- 2 The client was able to optimize management’s time, as 75% of management meetings were prioritized with one-on-one or small group meetings with targeted long-only investors, while the remaining 25% of meetings were large group meetings with significant hedge fund shareholders.

- 3 The client was able to better highlight certain aspects of its investment story specific to each audience by grouping investors based on Ipreo’s recommendations.
- 4 Armed with Ipreo’s conference summary, IR was able to easily prepare management and reference key investor metrics and insights.
- 5 By reviewing the discussion points from previous meetings featured in Ipreo’s Conference Summary, management was aware of hot button topics for each contact.

## SELL-SIDE CONFERENCE SUMMARY - NOVEMBER 15, 20XX

9:20 - 9:55 AM											
INSTITUTION	CONTACT	%T/O	STYLE	SUITABILITY	PURCHASING POWER (SHARES)	XYZ (SHARES)	XYZ Δ (SHARES)	LARGEST PEER HOLDING	PEER POSITION (VALUE \$M)	RANK IN PORT	MEETING TYPE
T. Rowe Price Associates, Inc.	Mary Contact	30%	Growth	Very Strong	54,243,000	4,252,500	1,791,252	ABC	2,112.3	269/3433	Target
Jennison Associates, LLC	Mary Contact	41%	Growth	Moderate	9,242,000	6,972,117	6,190,065	DEF	91.9	29/733	Target
Standard Life Investments (USA), LTD	Mary Contact	39%	Growth	Strong	5,401,000	1,899,851	1,094,047	DEF	816.6	6/300	Target

- ◆ Meeting Theme: Growth firms currently bullish in XYZ with ability to add significant shares
- ◆ T. Rowe Price reversed an 8 quarter selling trend by adding 1.8M shares since the end of Q1 20XX. The firm seems bullish on the space as it concurrently added \$727M to ABC and \$324M to DEF.
- ◆ Jennison reversed a 4 quarter selling trend by adding 6.2M shares since the end of Q1 2017. This move seems XYZ-specific as the firm moderately reduced its peer holdings of ABC by \$16M and DEF by \$9M. The suitability score is moderate as the firm typically invests in stocks that do not pay a dividend; however, XYZ’s growth rate and valuation are in line with the core holdings of the portfolio.
- ◆ An analyst at Standard Life told Ipreo that once invested it’s expected to meet with management 2-3 times per year. The XYZ team last met with contact at the Barclays Conference on 9/5/20XX. Topics discussed include: international markets, franchising, MiFID, and tax reform.

# CONTACT US

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## IPREO SERVICES USED

- ▶ Corporate Analytics
- ▶ BD Corporate
- ▶ Global Markets Intelligence

## FOR MORE INFORMATION ABOUT THIS STUDY CONTACT

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## ▶ FIND OUT MORE ABOUT IPREO

### **We work as an extension of our clients' Investor Relations teams**

Ipreo is a leading global provider of financial services technology, data and analytics. Our extensive suite of investor relations services provides our corporate clients with unparalleled cross-asset class surveillance, investor targeting, buy-side perception studies, transaction analysis and predictive analytics. Additionally, Ipreo's BD Corporate IR workflow platform offers the most accurate and comprehensive database covering global institutional contacts, profiles, and ownership data. Our critical insights and flexible solutions help our clients run more effective investor relations programs. Ipreo is private-equity held by Blackstone and Goldman Sachs Merchant Banking Division, and has more than 1,700 employees supporting clients in every major financial hub around the world.