

Pan European

Financial Stakeholder Communications

London

14th & 15th June 2007

ATTENDING THIS PREMIER MARCUS EVANS CONFERENCE WILL ENABLE YOU TO:

- **Identify** the shareholder base to maximize entity value
- **Develop** an appropriate communication strategy
- **Manage** communication in difficult times
- **Evaluate** investor targeting efforts
- **Enhance** the use of innovative technology
- **Increase** accuracy of information delivered through analysts

To Be Invited:

ENI	Erste Bank
ABN Amro	ING
OMX Group	Nestle
KBC Group	InBev
SAS Group	UBS
Corus Group	Volvo
Arcelor-Mittal	ENI
RWE AG	ING
Royal Dutch Shell	Belgacom
Michelin	Sanofi-Aventis
Deutsche Post	HSBC
O2	Total
Veolia	E.ON
Adidas	BASF
BP	Scottish Power
Euronext	Roche
BMW	Fortis
Bourbon	Nokia
BES	Hewlett-Packard

“**Increase** your value through **effective** communication”

Your Expert Speaker Panel

Gillian Karran-Cumberlege
Group Head of Investor Relations
Volkswagen AG

Thomas Sommerauer
Investor Relations Manager
Erste Bank

Renata Schmidt
Investor Relations Manager
Euronext

Carl Hoyer
Investor Relations Manager
Buhrmann

Ingvild van Lysebetten
Director of Investor Relations
Belgacom

Alejandro Plaza
Director of Investor Relations
Repsol YPF

Marcus Evans Previous Speakers in the area of **Investor Relations** and **Communications** include representatives from:

Stora Enso Oyj (UK)	European Commission
SAS Group (Sweden)	British Gas
Benetton Goup	Grupo Santander
Alcatel Italia	Clifford Chance
Vodafone	E.ON
Iberdrola	British Gas
BBC	Astra Zeneca
Ericsson	Unilever

For further information, please contact: **Adam Ruman**,
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Day 1, June 14th

INVESTOR RELATIONS IN 2007

Key Note

IR Communication Trends in Eurozone

- Importance of Communicating consistently, precisely and completely
- Current and upcoming legislation influencing IR area
- What's in store? future trend projections

BUILDING RELATIONS WITH INVESTORS

Case study

Getting in Touch with Investors Easily

- Managing the investor network for your future success
- Establishing rules to strengthen a communication policy towards investors
- Creating an effective plan for more precise pre-selection and targeting

Speaker : Ingvild van Lysebetten - Belgacom

Case Study

Advocating Persuasively to Achieve Greater Recognition and Value

- Making your strategy presentation a powerful weapon
- Exploring the process of value creation and need of transparent communication
- Mastering the process of translating strategy into numbers

ENHANCING GOVERNING PROCEDURES TO INCREASE SUCCESS RATINGS

Case Study

Using the Annual Report as a Strategic Tool

- Boosting the annual report to attract new readers
- Seize the day: share your success story
- Going beyond financial results: building an image through your report

Speaker : Gillian Karran-Cumberlege – Volkswagen AG

Case Study

Maximising End-to-End Proxy Voting: Simplified, Efficient and Streamlined

- Enhanced electronic systems for better, quicker and more efficient voting
- Triggering the motivation of your shareholder leading to a better decision-making platform
- Customising tools for global proxy voting

Case Study

Webcasting Tools: Benefiting from Extensive Use of Internet Communication

- Learn to use webcasting to deliver your message clearly, simply and cost effectively
- Save time by educating customers to use the website as a primary source of information
- Benefits of external service vs in-house development

PANEL DISCUSSION

Optimising Information Exchange with the Board

There is importance of making an effective internal information channel between the Board and IR department. IRO's need to have feedback on information about the company together with a clear Board statement of actions to be undertaken.

- IRO as a translator of market perceptions
- Influencing a company's position through clear corporate strategy presentations
- Incorporating regular information flow

Case Study

Building a stable and unified communication framework

Means of appropriately targeted communication forms, both internal and external, to ensure balanced and correct presentation of the company and thus maintaining its strong corporate identity

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- Creating strong links between IR and Corporate Communications department

**MAINTAINING CREDIBILITY WHEN UNDERGOING
DIFFICULT TIMES**

Case study

**Developing a Communication Strategy to
Maintain Success**

- Establishing the process of adopting an efficient reporting channel
- Setting achievable expectations
- Process of restating public trust
- Transparency and timely disclosure of information in order to prevent confusion

Speaker :Thomas Sommerauer - Erste Bank

Case study

**Developing an Appropriate IR
Communication Strategy to Undergo a
Merger & Acquisition**

- Building on past success as a key starting point
- Keeping the balance between external and internal communication
- Ensuring stability during the transformation process
- Creating belief and security in a new entity

Speaker : Renata Schmidt - Euronext

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Day 2, June 15th

PROVIDING TARGETED AND STREAMED INFORMATION TO ANALYSTS

Case Study

Establishing Consistent Flow of Information

- Necessity of timing during the results presentation period
- Overcoming the challenge of delivering the whole message
- Developing an educational process to deal with analyst turnover

Speaker : Carl Hoyer - Buhrmann

Case Study

Exploring the Analysts World of Thinking

- Understand what drives analysts decision-making when drawing conclusions
- What do analysts really want to hear and from whom
- Sell side Vs. buy side – balancing these approaches

PANEL DISCUSSION

Enhancing Communication Channels Between Analysts and IR Professionals

The interaction between analysts and IRO` s has to have very clear rules about what, when and how the communication is to be managed.

- What are the key common points of communication
- Dealing with the overload of information
- Discussing best practice strategies to achieve an effective information exchange

HANDLING ALTERNATIVE INVESTMENT TOOLS

Case Study

Managing the Strong Presence of Hedge Funds

- True or False? : hedge funds have higher returns and lower overall risk than traditional investment funds
- Transparency issue :Is there a particular cause for lack of meaningful information
- Assessing hedge funds investments activities compared to those of Registered Investment Companies

UTILIZATION OF TOOLS FOR BETTER TARGETING OF SHAREHOLDERS

Case Study

Improving the Transparency of Shareholder Structure

- Outlining means to identify shareholders
- Determining data sources that will enable you to target new shareholders effectively
- Understanding the way data providers work
- Comparing identification of potential shareholders in specific countries and conditions of operation

Case Study

Evaluating the Effectiveness of Investor Targeting Efforts

- Making feedback information work for you
- Data providers and their role in the evaluation process
- Implementation of perception studies to increase feedback value

Speaker: Alejandro Plaza - Repson YPF

REGULATORY REQUIREMENTS AFFECTING YOUR IR STRATEGY

Case Study

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Conferences

Implementation of the 8th Directive: Enhancing Transparency Across EU Capital Markets

- Improvement of annual financial reporting through the disclosure of annual reports
- Managing more frequent disclosure of changes to major shareholdings within stricter disclosure deadlines
- Analyses of disclosure directive`s influence on overall IR strategy
- Where does the 8th Directive meet SOX

Case Study

Maintaining Attractiveness of the Exchange Markets by Providing an Efficient and Well Regulated Market Place

- Getting familiar with Stock Exchange markets while meeting regulatory requirements
- Regulations and how to ensure smooth compliance
- Ready to join? IR strategy when going public

Case Study

Exchange market consolidation within EU: New opportunities for their members ?

- MiFID: Overcoming pressure to deliver shareholder value
- What are the positive outcomes of emerging competition

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Producer info

I would like to thank everyone who has assisted with the research and organisation of the event, particularly the speakers for their support and commitment.

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Marketing info

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Sponsorship info

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Who should attend?

- CFOs
- Investor Relations Analysts
- Investor Relations Managers
- Heads of IR
- Investor Relations
- Corporate Affairs Director
- Communications Manager

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