

*Maintaining Constructive Relationships with the
Financial Community during Weak Capital Markets*

Investor Relations 2009

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**ACCOUNTING STANDARDS
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**ONTARIO SECURITIES
COMMISSION**

*Get strategies
you can take back to
your office and
implement today!*

**September 29 and 30, 2009
TORONTO, ONTARIO**

*Learn from your peers at industry-leading
organizations*

- ✓ Understand the current economy and what to look forward to
- ✓ Get updates and a refresher on securities law
- ✓ Differentiate and promote your corporation to attract and retain investors
- ✓ Manage media relations and maintain a positive story
- ✓ Incorporate social media to enhance communication
- ✓ Develop strategies to manage IFRS convergence
- ✓ Control crisis management effectively
- ✓ Achieve better ROI

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INVESTOR RELATIONS 2009

SEPTEMBER 29 AND 30, 2009 • TORONTO, ONTARIO

YOUR INVITATION TO ATTEND

INFONEX

Profit from Knowledge

67 Richmond Street West, 7th Floor, Toronto, Ontario M5H 1Z5
Telephone: 1.800.474.4829 Fax: 1.800.558.6520 www.infonex.ca

Dear Colleague,

With the current state of the capital markets, the job of an investor relations professional has never been more strenuous and important. Shareholders are nervous and potential new investors are wary. In addition to keeping up with your everyday tasks and staying up to date on security laws, you must now also ease the worries of current shareholders and seek out apprehensive new investors.

Being the face and voice of the corporation, your job of communicating and marketing, has never been more difficult.

This conference is specifically tailored to meet your changing needs and enable you to succeed in a recessionary economy.

Our prestigious faculty of leading investor relations professionals will provide you with the practical advice you need, as well as specific examples of how to steer your corporation through this troubled economy.

You will be given up-to-the minute details on what's new, how it will impact your organization, and how you can prepare yourself.

Don't miss this opportunity to hear case studies and lessons learned by other investor relations professionals, as well as informative sessions from industry leaders. Register today!

Sincerely,



Chris Graham
Vice-President, Conferences
INFONEX Inc.

*P.S. Hear lessons learned
by your peers and how they
have managed to succeed in
today's economy!*

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INVESTOR RELATIONS 2009

SEPTEMBER 29 AND 30, 2009 • TORONTO, ONTARIO

Day 1

PROGRAM AGENDA: TUESDAY, SEPTEMBER 29, 2009

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:15

Welcome and Opening Remarks from the Chair
Janet Weiss, Assistant Vice-President, Investor Relations, Canadian Pacific Railway

9:15 – 10:15

Steering through the Current Economy: What to Expect, and What It Means for IR Practitioners

David Gaskin, Vice-President Finance, Coast Capital Savings

- Overall market outlook
- Global financial meltdown: how to survive?
- Impact of the economy on business and IR
- Communicating what's going on
- Understanding why share prices are the way they are
- What to look forward to

10:15 – 10:30

Networking Break



10:30 – 11:30

Regulatory Update: What's Changing and What It Means for IR

Jo-Anne Matear, Assistant Manager in Corporate Finance, Ontario Securities Commission

- Maintaining integrity in financial reporting
- Recent policy initiatives
- Hot topics for 2009

11:30 – 12:30

Shining through a Bleak Economy: Differentiating Yourself and Your Corporation to Attract New and Maintain Existing Investors and Shareholders?

Janet Weiss, Assistant Vice-President, Investor Relations, Canadian Pacific Railway

- Reporting criteria: economic, social, and environmental reporting
- Communicating executive compensation to shareholders
- Balancing public disclosures with internal and external reports
- Peer group analysis
- Overcoming the lack of visibility of shareholders

12:30 – 1:45

Luncheon

1:45 – 2:45

Avoiding Media Disasters: Maintaining a Positive Story and Good Media Relations

Rob McInnis, Manager, Investor Relations, WestJet
Robert Palmer, Manager, Public Relations, WestJet

- Balancing media stories with reality
- Debunking inaccurate media accounts
- Providing a positive tone to offset the bleak outlook portrayed by the media
- Managing media relations and coverage to better position your company
- Managing media when share valuations are declining

2:45 – 3:00

Networking Break



3:00 – 4:00

Methodologies to Enhance Your Marketing Strategies for Reaching New Investors and Maintaining Current Investor Interest

Susan Muir, Senior Director, Investor Relations, Barrick Gold Corporation
Amy Schwal, Senior Director, Investor Relations, Barrick Gold Corporation

- Methodologies for targeting potential investors
- Reaching a broader audience of investors
- Conducting efficient sell-side analysis for specific targeting
- Getting the most from your marketing efforts: ensuring quality face-time with executives
- Leveraging social and environmental reporting to attract socially and environmentally conscious investors
- Changing your emphasis to adapt to the current economic situation

4:00 – 5:00

Open Forum: Discussion Period

5:00

End of Day One

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

If you would like to increase your visibility with senior investor relations professionals, you need to be at *Investor Relations 2009*. A limited number of sponsorship options are available, including: exhibit space, cocktail reception, luncheon, breakfast, and conference documentation.

For more information, contact our sponsorship department at 416.971.4177, ext. 244, or e-mail sponsorship@infonex.ca.

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INVESTOR RELATIONS 2009

SEPTEMBER 29 AND 30, 2009 • TORONTO, ONTARIO

Day 2

PROGRAM AGENDA: WEDNESDAY, SEPTEMBER 30, 2009

8:00 – 9:00 Continental Breakfast

9:00 – 9:15

Opening Remarks from the Chair

Janet Weiss, Assistant Vice-President, Investor Relations, Canadian Pacific Railway

9:15 – 10:15

Achieving a Better ROI: Getting the Most from Your Money While Managing Expectations

Tony Reda, Investor Relations, Kaminak Gold Corporation

- Prioritizing tasks to ensure proper capital allocation for initiatives
- Managing relationships with available resources
- Developing a strategic plan to obtain funding
- Ensuring you're targeting a specific audience for better resource management
- Showing your value to the board of directors and other managing executives

10:15 – 10:30

Networking Break



10:30 – 11:30

Moving towards an IFRS Environment: How the New Reporting Standard Will Affect Your Corporation and Its Investors

Ian Hague, Principal, Accounting Standards Board, Canadian Institute of Chartered Accountants

- Understanding IFRS
- Disclosures under new reporting guidelines
- Communicating how changes will affect investors

11:30 – 12:30

Leveraging Social Media to Enhance Communication Efforts and Reduce Investor Concerns

Daniel Shap, Senior Legal Counsel, CIBC

- Integrating social media within business modules
- Leveraging social networking sites for improved communication and to reach a broader audience faster
- Management blogging: pluses and minuses
- Using your company's website to its full potential

12:30 – 1:45

Luncheon

1:45 – 2:45

Managing Crises in a Timely Way and Maintaining Investor Confidence

Phillip Koven, Vice-President, Investor Relations, Bryan Mills Iradesso

- Ensuring a crisis plan is in place
- Understanding your role in a crisis situation
- Communicating the status and mitigation strategy to your shareholders
- How much information do you share to ensure the best outcome?
- Liaising between the board and investors
- Working under pressure: tips and suggestions

2:45 – 3:00

Networking Break



3:00 – 4:00

Effective Communications with Shareholders and Investors, the Board, and Other Executives: Making Yourself Heard

Claire Kennedy, Director, Communications, Oxford Properties

- Managing and preserving management credibility: even when facing disappointing results
- Communicating changing strategies to investors effectively
- Maintaining the confidence of shareholders
- Communicating with the board of directors and managing executives
- Getting the attention of shareholders
- Handling angry investors and doing damage control
- Better positioning the role of IR with management

4:00 – 5:00

Open Forum: Discussion Period

5:00

End of Day Two

WHO SHOULD ATTEND THIS EVENT

- Managers, Directors and Vice-President of Investor Relations
- Managers, Directors and Vice-President of Communications
- Managers and Directors of Public Relations
- Chief Financial Officers and Corporate Secretaries

Register Today! Call 1.800.474.4829

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Investor Relations

September 29 and 30, 2009

TORONTO, ONTARIO



LOCATION: *Investor Relations 2009* will be held at a convenient location in Toronto, Ontario. Detailed venue information will be provided with your registration confirmation.

YOUR REGISTRATION INCLUDES: Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

GROUP DISCOUNTS — SEND YOUR TEAM!

If 3 individuals from one organization register at the same time, a 4th person may also be registered to attend free of charge. The free registration must be of equal or lesser value than the paid registrations. All discounts will be applied against the full conference fee. You cannot combine multiple discounts.

MAILING LIST UPDATE/REMOVAL: To add, update or remove your information from the Infonex mailing list, please call 1-800-474-4829, and select Option 3, or complete the online form at www.infonex.ca. Please note: Infonex prepares mailings several weeks in advance; it may take such time for the updates to come into effect.

FIVE KEY BENEFITS OF ATTENDING THIS EVENT

- 1) Hear what you can expect and look forward to from the current economy
- 2) Understand how you can retain current shareholders and attract new investors
- 3) Learn how you can protect your corporation's name and avoid media disasters
- 4) Hear how you can achieve a better ROI with your marketing efforts
- 5) Get insight from your peers: learn from their successes and avoid their mistakes

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

1 PRINT YOUR NAME AND CONTACT INFORMATION

Yes! Register me for *Investor Relations 2009*

Mr./Ms./Mrs. _____ Title _____

Organization _____

Name of Approving Manager _____ Title _____

Address _____

City _____ Province _____ Postal Code _____

Telephone () _____ Ext _____ Fax () _____

E-mail address _____

Company's main line of business _____ Number of Employees: _____

2 SELECT YOUR PREFERRED METHOD OF PAYMENT

4th Delegate Attends FREE!

REGISTRATION FEES:	Register by JULY 31	Register by AUGUST 28	FULL PRICE
	\$1,799 + GST	\$1,999 + GST	\$2,299 + GST

Please charge to my personal or corporate credit card: VISA MC AMEX

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3 SEND US YOUR REGISTRATION

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67 Richmond St. W., 7th Floor
Toronto, Ontario M5H 1Z5

CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and fax to 1-800-558-6520 **no later than September 15, 2009**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue. If you prefer, you may request a refund of fees paid, less a 15% administration fee. Registrants who cancel after **September 15, 2009**, will not be eligible to receive any credits or refunds and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by September 15, 2009**, and fail to attend will be liable for the entire registration fee.