





PROGRAMME FOR DIRFDAGEN 2018

28 September 2018 at
Plesner, Amerika Plads 37, Copenhagen

DIRFDAGEN 2018

8.30 - 9.00	REGISTRATION, NETWORKING AND LIGHT BREAKFAST 	12.45-14.00	MFID II - WHAT ARE THE PRACTICAL CONSEQUENCES OF THE NEW REGULATORY FRAMEWORK AND WILL IT LEAD TO A SHIFT IN BUSINESS MODELS?
9.00 - 9.15	WELCOME AND OPENING REMARKS SPEAKERS: <ul style="list-style-type: none"> • Claus I. Jensen, chairman of DIRF and Head of IR, Danske Bank A/S • Nicolai Ørsted, lawyer and partner, Plesner • Ole Sjøberg, moderator 		With the recent implementation of MiFID II, this session will focus on the practical consequences of the new legislation, considering its implications for the various stakeholders, from the buy side's use of in-house corporate access to independent research and to what is happening on the sell side.
9.15 - 10.15	KEYNOTE: PRESENTING A MAJOR CHANGE IN CORPORATE STRATEGY TO INVESTORS Learn how ALK handled investor communication during a major strategic transition and how management and IR performed the challenging task of preparing investors for a new journey and onboarding them. SPEAKERS: <ul style="list-style-type: none"> • Carsten Hellmann, CEO, ALK A/S • Per Plotnikof, Head of IR, ALK A/S 		SPEAKERS REPRESENTING THE CORPORATE PERSPECTIVE: <ul style="list-style-type: none"> • Anders Hjort, Head of IR, SimCorp A/S • Anders Hedegaard Petersen, CEO, Gabriel Holding SPEAKERS REPRESENTING THE FINANCIAL MARKET PERSPECTIVE: <ul style="list-style-type: none"> • Carsten Leth, Portfolio Manager, Nordea Asset Management • Per Jørgensen, Aktiechef, Investering og Tryghed • Thomas Steen Hansen, Senior Vice President, Danske Bank Equities
10.15-10.35	COFFEE BREAK 		SPEAKERS REPRESENTING THE CORPORATE ACCESS PERSPECTIVE: <ul style="list-style-type: none"> • Claire Finnegan-Jones, Head of corporate access, Danske Bank Equities • Benedicte Thibord, Head of corporate access, Exane BNP Paribas
10.35-11.15	THE INVESTOR PERSPECTIVE: WHAT DEFINES BEST-IN-CLASS IR TODAY? What are the hallmarks of good investor communication and what defines effective IR work in large as well as small caps? What are the most important dos and don'ts of current IR work to create investor traction and retain credibility? Does best-in-class IR work benefit valuation? SPEAKERS: <ul style="list-style-type: none"> • John William Olsen, Director of Global Equities, Fund Manager, M&G • Anders Lund, Portfolio Manager, BLS Capital 	14.00-14.20	COFFEE BREAK 
11.15-12.00	INVESTOR TARGETING AS A MEANS TO ATTRACT CAPITAL - THE ISS APPROACH Get insights into how mixing qualitative and quantitative aspects of investor targeting can help you in the competition for capital, how corporate IR teams can take control of investor targeting in a time- and cost-efficient way - and improve the quality and relevance of road shows and the dialogue with investors in general. SPEAKERS: <ul style="list-style-type: none"> • Martin Kjær Hansen, Head of Investor Relations, ISS A/S • Brendan Fitzpatrick, Director Analytical Services, IPREO 	14.20-15.20	ESG IS CREEPING IN ON US - WHAT IS IT REALLY ABOUT AND WILL IT IMPACT IR'S ROLE AND FOCUS IN THE YEARS TO COME? Is ESG a new buzzword and just old wine on new bottles - or does it hold new perspectives and guidelines for investor and corporate behaviour? How can IR help ensure optimal ESG communication and be a promotor in setting out long-term corporate ESG strategies and achievements in response to investment community demands? SPEAKERS: <ul style="list-style-type: none"> • Eric Christian Pedersen, Komitéen for god Selskabsledelse/Corporate Governance; Director, Nordea • Ole Buhl, Head of ESG, ATP • Nassera Ahmed, Sustainability Specialist, Chr. Hansen A/S
12.00-12.45	LUNCH AND NETWORKING IN THE ATRIUM 	15.20-16.30	KEYNOTE: IR AND CYBERSECURITY - MERELY A SET OF CORPORATE GUIDELINES AND ACTIONS? We will focus on the growing risk of cyber-crime and on why it matters to be prepared. Recent attacks have taught us all to take the matter seriously, but do we fully grasp what it is all about? How vulnerable are corporate networks? What should we all know and what is the role of IR? SPEAKERS: <ul style="list-style-type: none"> • Peter Kruse, Cybersecurity Expert, CSIS Group • Poul Otto Schousboe, Chief Information Security Officer, Danske Bank A/S
		16.30	WRAP UP: MAIN TAKE-AWAYS PRESENTED BY CONFERENCE MODERATOR DRINKS WHILE NETWORKING - THANK YOU AND GOODBYE