

# KRI | 9<sup>TH</sup> SEG LISTED INVESTOR RELATIONS CONGRESS

2017



KEY TO  
EFFECTIVE  
COMMUNICATION

7-8 June 2017

OSSA HOTEL, NEAR RAWA MAZOWIECKA





Ladies and Gentlemen,

On behalf of the Polish Association of Listed Companies (SEG), I would like to invite you to the ninth Investor Relations Congress organised by us. The Congress will take place on 7-8 June 2017 at the OSSA Hotel in Ossa, near Rawa Mazowiecka. As in previous years, the event will be a good opportunity to meet listed companies' representatives who are responsible for investor and media relations.

On the first day of the Congress, together with the invited experts, we will discuss the modern management of investor information creation and distribution. We will also pay much attention to issues related to non-financial reporting as well as extreme challenges linked to maintaining investor relations.

After the topical part, you are invited to join the 13th Capital Market Charity Run. The minimal distance to run is one kilometre but it is possible to run the distance several times. The more kilometres we run, the more money we donate to charity. Each kilometre run helps talented children gain education in the area of finance, therefore I encourage you to take part in the run.

The day will end with a Gala Night during which the award ceremony of the 10th edition of the Issuer Golden Website Contest will take place. After the official part, we invite you to a party which is a good opportunity to integrate.

On the second day of the Congress, as we do every year, we have planned two rounds of topical workshops dedicated to increasing the quality of IR. Additionally, we will hold two sessions discussing "The market a year after MAR" from the perspectives of supervisors and issuers.

There are of course a lot of topics to cover in this area but not all of them could be put on the Congress agenda. Thus, some of them will be discussed during less formal meetings and over dinner.

I warmly encourage you to take part in this event which does not only present a high professional level but is also important for integration of the capital market environment in Poland.

I wish you all fruitful participation in the Congress!

Mirosław Kachniewski, PhD  
President of the Management Board  
Polish Association of Listed Companies



## TOPICS TO BE DISCUSSED DURING THE CONGRESS:

- › Modern website for investors
- › Online communication with investors
- › Non-financial reporting
- › Indirect reporting challenges
- › Certified auditor's role in non-financial reporting
- › Individual responsibility for IR activities
- › Communication management in crisis situations
- › Periodic reporting challenges
- › Issuers' biggest problems and ways to solve them
- › Challenges seen from supervisors' perspective
- › Interpretations of MAR – discrepancies in particular EU member states
- › New regulations applied in practice

**7-8 June 2017**

**OSSA HOTEL, NEAR RAWA MAZOWIECKA**





# CONGRESS AGENDA

## 7 JUNE 2017 \ DAY 1

10:20 – 11:20

### Guest registration and welcoming coffee

11:20 – 11:30

### Congress opening

**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies

11:30 – 11:55

### Modern website for investors

**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies  
**Dario Mezzaqui**, Partner, Partner, International Markets, Message

11:55 – 13:00

### Modern management of investor information creation and distribution

- > How to get the information through to the media
- > Online communication with investors
- > Social media in modern e-Investor Relations

#### Moderator:

**Piotr Biernacki**, President of the Management Board, Reporting Standards Foundation

#### Panellists:

**Maciej Danielewicz**, Editor-in-Chief, PAP Biznes  
**Katarzyna Koszarna**, Financial Reporting and Investor Relations Manager, Ambra S.A.  
**Joanna Siedlaczek**, Management Board Representative for Investor Relations, Ciech S.A.  
**Lidia Sobańska**, President of the Management Board, PR Connect

13:00 – 14:00

### Lunch

14:00 – 15:30

### Non-financial information

#### What companies should report non-financial information and what should be reported

**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies  
**Agnieszka Lechman-Filipiak**, , Licensed Legal Advisor, Partner, Head of Labour and Employment Law Practice, DLA Piper

#### Indirect reporting challenges (group of companies, supply chain)

**Dorota Nowotny**, IR Officer, Orbis SA  
**Magdalena Raczek-Kołodęńska**, Managing Director, Polish Association of Listed Companies

#### How to determine material non-financial issues and choose relevant indicators: internal and external analysis

**Piotr Biernacki**, President of the Management Board, Reporting Standards Foundation  
**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies

#### Certified auditor's role in non-financial reporting

**Monika Kaczorek**, Member of the National Chamber of Statutory Auditors  
**Dariusz Witkowski**, Director of Regulations, Polish Association of Listed Companies

15:30 – 16:00

### Przerwa kawowa

16:00 – 17:30

### IR as an extreme sport

#### Individual responsibility for IR activities

**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies  
**Prof. Marek Wierzbowski**, Partner, Prof. Marek Wierzbowski & Partners – Advocates & Legal Counselors

#### How to maintain foreign investor relations from Warsaw

**Piotr Biernacki** President of the Management Board, Reporting Standards Foundation  
**Joanna Pydo**, Head of IR, Pfleiderer Group SA



### PARTICIPATION IN THE CONGRESS IS FREE OF CHARGE FOR SEG MEMBERS AND OWNERS OF THE PREMIUM OR IR SUBSCRIPTION.

Listed companies which are not members of the Association may participate in the Congress after paying a fee according to the price list included in the Registration Form or by becoming a member of the Association. **The number of seats is limited and applicants will be handled on a first come first served basis.** SEG members and owners of the PREMIUM or IR subscription have priority in the registration process. The Registration Form should be filled in online and send in by 26 May 2017 by clicking "submit form" in the upper right corner.

#### Periodic reporting challenges

**Wiesław Łatała**, Managing Partner, Licensed Legal Advisor, Tax Advisor, Łatała & Partners  
**Dariusz Witkowski**, Director of Regulations, Polish Association of Listed Companies

18:00 – 19:30

#### Capital Market Charity Run

20:00

#### Gala Night

- › Issuer Golden Website Contest award ceremony
- › Official dinner
- › Music party

## 8 JUNE 2017 \ DAY 2

7:45 – 8:45

#### Breakfast (only for those who booked a room at the hotel)

8:45 – 9:45

#### Capital market a year after MAR: issuers' perspective

- › The biggest problems issuers face
- › Ways of solving these problems
- › Ways of minimising the risk

**Piotr Biernacki**, President of the Management Board, Reporting Standards Foundation

**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies

**Dariusz Witkowski**, Director of Regulations, Polish Association of Listed Companies

10:00 – 11:30

#### Topical workshops, round I\*

11:30 – 12:00

#### Coffee break

12:00 – 13:30

#### Topical workshops, round II

13:30 – 14:30

#### Lunch

14:30 – 15:30

#### Capital market a year after MAR: supervisors' perspective

- › Challenges seen from supervisors' perspective
- › Interpretations of MAR – discrepancies in particular EU member states
- › New regulations applied in practice

**Piotr Biernacki**, President of the Management Board, Reporting Standards Foundation

**Łukasz Dajnowicz**, IR Manager, Martis CONSULTING

**Mirosław Kachniewski**, PhD, President of the Management Board, Polish Association of Listed Companies

**Robert Wąchała**, Head of Trading Surveillance Department, Polish Financial Supervision Authority Office

**Dariusz Witkowski**, Director of Regulations, Polish Association of Listed Companies



### THE REGISTRATION FORM IS AVAILABLE ON THE SEG WEBSITE

[seg.org.pl/sites/seg13.message-asp.com/files/formularz\\_ix-kri\\_uczestnik.pdf](http://seg.org.pl/sites/seg13.message-asp.com/files/formularz_ix-kri_uczestnik.pdf)

\* detailed information on the workshops is available in the Registration Form and on the following website [www.seg.org.pl](http://www.seg.org.pl)

#### IN CASE OF QUESTIONS ABOUT THE CONGRESS

please contact Anna Grałek  
 tel. 502 545 550,  
 e-mail: [kri@seg.org.pl](mailto:kri@seg.org.pl)

#### IN CASE OF QUESTIONS ABOUT SEG MEMBERSHIP

please contact Magdalena Cieciora  
 tel. (22) 826 26 89,  
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2017

## INSTITUTIONAL PARTNERS



## STRATEGIC PARTNERS



## PATNERS



## TECHNOLOGICAL PARTNER



## CHARITY RUN PARTNER



## MEDIA PATRONAGE



POLISH ASSOCIATION OF LISTED COMPANIES (SEG)

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