

# “Trick or Tweet”

## Embracing New Technologies for IR

**Felix Salmon, financial blogger for Reuters, moderates a panel of IR, legal, and digital media experts**



- Understand the internal and external implications of a rapidly changing communications landscape
- Learn how to control the disclosure of material information via the web (e.g. blogs, Twitter, Facebook, etc...)
- Find out how companies are using new technologies and applications like streaming video and virtual meetings to target and reach investors

**Date:** Tuesday, October 12

**Location:** Thomson Reuters  
3 Times Square

**Registration:** 5:30

**Program:** 6:00

**Networking reception:** 7:00

**Cost:** \$50 members; \$75 non-members

### Panelists:

**Tom Campo**, President of Campo Communications, former IRO of Hearst-Argyle Television and member of the NIRI Senior Roundtable

**Lawrence Savell**, Counsel, Chadbourne & Parke LLP, expert on media law and legal concerns of using social media

**Tim Carey**, Managing Director, Digital Media, ICR Inc., investor relations consulting firm

**Adam Spilka**, General Counsel and Corporate Secretary, Artio Global Investors, NYSE-listed investment management firm



*Special thanks  
to our host:*



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