



SAVE THE DATE

MARCH 4TH, 2024

Now is the best time of the year to reflect on your career!

Interested in upgrading your knowledge in IR?

Join the first phase of **Upgrade IR - The Fundamental of Investor Relations Activity and Trends in IR**, a one-day training module, aimed towards developing IR professionals and supporting them in their activity.

What you will learn?

- What is Investor Relations and how to approach it
- Key Elements and Trends for a Successful Company in the Capital Market
- Regulatory Framework
- Brokerage Services for Issuers and Market Making
- How to Approach Foreign Institutional Investors
- What Matters to Financial Analysts
- How to Engage with Individual Investors
- The Importance of ESG for Institutional Investors

Pre-register NOW to book your place!

*Limited seats available

Who will be your facilitators?

6 experienced professionals **with various backgrounds will facilitate your IR development journey: IR professionals, lawyers, and brokers.**

Their role is to provide a 360-degree view of the IR activity and trends, as well as to provide useful insight based on their activity in the capital market.

- **Daniela Maior (Șerban)** - ARIR, President and Co-Founder, IR Adviser - [LinkedIn](#)

An economist with over 17 years of experience in Capital Markets, at the Bucharest Stock Exchange, in media, at The Money Channel, and in advisory. She initiated and has driven the project to set up ARIR and is currently the Managing Partner of VERTIK Group, which includes a business consultancy company, an investment vehicle, and a think tank.

- **Loredana Chitu** - Dentons, Partner and Head of the Capital Markets group - [LinkedIn](#)

Loredana has vast experience in equity and debt capital markets, advising issuers and investment banks on local and international deals. A well-known lawyer for capital markets regulatory work, she advises on shareholders' rights and disputes, takeovers, insider dealing and market abuse, MIFID, transparency and corporate governance requirements, as well as on regulatory aspects of DLT / blockchain solutions.

- **David Westover** - Financial Communications, Independent Consultant - [LinkedIn](#)

David has led for more than a decade one of the most successful communication and Investor Relations agencies in London and currently acts as an independent consultant in this field.

He has run communications programs for clients from Emerging and Frontier Markets and he has an unmatched understanding of how companies from those Markets should frame their messages and position their narratives for maximum effectiveness with international audiences.

He has worked on many of the largest share offerings from Emerging Markets on the LSE, the NYSE and local markets for clients from Romania, Poland, the Czech Republic, Russia, Kazakhstan, China, the Middle East and Africa.

- **Marius Dan** - Franklin Templeton Emerging Markets Equity, SVP, senior executive director - Corporate Strategy - [LinkedIn](#)

Marius has been with Franklin Templeton since 2011 and has over 10 years of experience in the asset management industry.

Prior to joining Franklin Templeton Investments, Mr. Dan was editor and presenter of several capital market-focused programs on The Money Channel, Romania's business television. He also worked for BT Asset Management, one of the largest Romanian asset managers.

- **Paul Stiopei** - BRK Financial Group, Head of Trading - [LinkedIn](#)

Paul is an experienced professional of the Romanian capital market, being involved in his career in activities such as trading, market making and currently being a member of the Index Committee of the Bucharest Stock Exchange.

The event will take place in Bucharest.

To book your place for the training, send us an e-mail at contact@ir-romania.ro, mentioning the name of the participant, organization, position, and brief description of your IR experience and we will revert also with details regarding the participation fee. The seats are limited.

2024 events calendar

- **January 29th** – VEKTOR by ARIR Results' Announcement
BVB headquarters
- **March 4th** – Upgrade IR – 1 Day
Register [HERE](#)
- **June 4th** – Forum by ARIR
Details will follow.
- **June 12th** – IR Society Annual Conference, London
[Contact us](#) for details.
- **June 20th** – IR Magazine Annual Conference, London
[Contact us](#) for details.
- **November 20th / 21st** - Gala by ARIR
Details will follow.

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