

PROGRAMME

14th DIRK Conference

6 and 7 June 2011 | Frankfurt/Main

IR 2020 –

Fresh Ideas for the Capital Markets of Tomorrow

Main Media Partner



Co-Initiator

XETRA | DEUTSCHE BÖRSE
GROUP

WELCOME ADDRESS

Dear Colleagues,
Dear Conference Attendees:

The global capital market crisis may be over but its effects linger on. A new bubble is already emerging as if nothing had ever happened. And even the political upheavals in North Africa and the catastrophes in Japan only briefly shook the world's stock exchanges.



Against this background, the 14th DIRK Conference welcomes attendees to its programme “IR 2020 – Fresh Ideas for the Capital Markets of Tomorrow”, which reflects on the current situation and looks ahead to the future. A closer look reveals that the crisis has, indeed, caused some changes. In the area of corporate financing, for instance, corporate bonds now play an increasingly important role and new concepts for strengthening equity and cash flow are required.

The framework conditions for investor relations are also changing. The aftermath of the crisis is reflected in new regulations, the consolidation of traditional stock exchanges and the emergence of new, global trading platforms such as “dark pools” outside of regulated markets. Greater transparency is necessary in the interest of issuers and shareholders.

When we speak of progressive thinking, we must also discuss sustainability. This topic is of growing importance to a wide range of investors but, in substance, it must go beyond purely ecological objectives.

I am honored to welcome numerous high-profile speakers to discuss these many different topics. And I would like to especially thank our keynote speaker, Kasper Rorsted, CEO of Henkel, as well as our sponsors who have contributed to the success of this event. As usual, the “German Investor Relations Award” for 2011 will be awarded during the gala dinner.

We are experiencing a period that requires groundbreaking decisions – in capital markets as well. However, we must always keep in mind that whoever changes the present shapes the future.

I am pleased to welcome you here in Frankfurt.

A handwritten signature in blue ink, appearing to read 'Otmar F. Winzig'.

Otmar F. Winzig
President, Deutscher Investor Relations Verband e.V. (DIRK)

Monday, 6 June 2011

9.00 a.m.	Registration	
10.00 a.m.	Opening Address – Otmar F. Winzig, President of DIRK	
10.15 a.m.	KEYNOTE	
 Ballroom	IR 2020 – Fresh Ideas for the Capital Markets of Tomorrow Kasper Rorsted, CEO Henkel	
11.15 a.m.	Visit of IR Services Showcase and Coffee Break	
11.45 a.m.	BREAKOUT SESSIONS 1	
Room Gold 2	1.1 BASF – How to reach a broad Investor Base? Magdalena Moll (BASF)	
 Ballroom	1.2 Fixed Income IR: The dark Side of the Moon? Prof. Dr Heinrich Degenhart (Leuphana University of Lüneburg) Dr Stephan Lowis (RWE) Dr Olaf Streuer (HCI Capital)	
Room Gold 3	1.3 Dealing with a new Communication Universe! Efficient Information Management of a Prime Standard listed Company. Stefan Berg (EquityStory) Stephan Däschler (EquityStory) Andreas Trösch (NORMA Group)	
Room Alabaster	1.4 The Role and Significance of Social Media in IR Communications Bernhard Wolf (GfK) Prof. Dr Christian Pieter Hoffmann (University of St. Gallen)	
1.00 p.m.	Lunch kindly supported by IR-One	
2.30 p.m.	BREAKOUT SESSIONS 2	
 Ballroom	2.1 Current Trends in Communication with Retail Shareholders Dr Tjark Schütte (Deutsche Post DHL) Marc Tüngler (Deutsche Schutzvereinigung für Wertpapierbesitz)	
Room Alabaster	2.2 The Importance of proactive Investor Relations during a Restructuring Phase. Andreas Posavac (Ipreo) Clas Röhl (Balda)	
Room Gold 3	2.3 Case Study BASF/ADEUS: Registered Shares – already Today an Instrument for the Capital Markets of Tomorrow Evelyn Pox (BASF) Klaus Schmidt (ADEUS Aktienregister-Service)	

Monday, 6 June 2011

Room
Gold 2

2.4 Investor Relations goes mobile – Having all the Information you need, anytime & anywhere.
Libor Vincent (Eurohypo)
Patrick Tobias (Thomson Reuters)

3.45 p.m. Visit of IR Services Showcase and Coffee Break

4.15 p.m. **BREAKOUT SESSIONS 3**

Room
Gold 2

3.1 Corporate Bonds in the Entry Standard – First Experiences of Issuers
Michael Rieß (Deutsche Börse)



Room
Alabaster

3.2 Case Study Deutsche Bank: Master Plan for Capital Increase
Josef Ritter (Deutsche Bank)
Joachim Müller (Deutsche Bank)



Room
Flint

3.3 The Equity Story – Key Elements, Challenges and Opportunities
Roland Klein
(CNC – Communications & Network Consulting)
Bernhard Meising
(CNC – Communications & Network Consulting)

Room
Gold 3

3.4 Integrated Annual Report Production with an Agency – Workflows and Concepts
Bosko Skoko (Sparkassen Immobilien, Wien)
Alexandra-Catherina Zisterer (Berichtsmanufaktur)
Jürgen Mischke (ProPublish)

5.30 p.m. Visit of IR Services Showcase

7.00 p.m. **GALA DINNER**

Ballroom

kindly supported by Baader Bank



Presentation of the “German Investor Relations Award 2011”
in the Categories DAX30, MDAX, SDAX and TecDAX
evaluated by Thomson Reuters Extel Surveys
awarded by WirtschaftsWoche



Tuesday, 7 June 2011

9.00 a.m.	Registration
9.15 a.m.	Welcome Address – Magdalena Moll, Vice President of DIRK
9.30 a.m.	PANEL DISCUSSION
 Ballroom	The Supervisory Board's new Role in Capital Markets Communication Moderator: Claus Döring Editor-in-chief of the Börsen-Zeitung Panelists: Ralf Brammer Chairman of the Supervisory Board, Hesse Newman Capital Dr Hans-Christoph Hirt Global Head of Corporate Governance and Engagement, Hermes Equity Ownership Services Volker Potthoff Of-Counsel, CMS Hasche Sigle
10.45 a.m.	Visit of IR Services Showcase and Coffee Break
11.15 a.m.	BREAKOUT SESSIONS 4
Room Gold 2	4.1 Case Study GK SOFTWARE: Effective Investor Relations – a critical Success Factor for Small Cap Companies Dr René Schiller (GK SOFTWARE) Sascha Rinno (ICF Kursmakler)
Room Alabaster	4.2 The Role of Institutional Investors in Corporate Governance – Current Trends and new Issues Petra Nix (PETRANIX Corporate and Financial Communications) Prof. Dr Dirk Schiereck (Technische Universität Darmstadt)
Room Gold 3	4.3 “Mittelstand” Bonds – THE Trend in 2011? René Parmantier (Close Brothers Seydler Bank) Günter Dielmann (DÜRR)
 Ballroom	4.4 IR Quo Vadis? – The Impact of Social Media & Co. for the Future of Financial Communication Thorsten Greiten (NetFederation) Andrea Wentscher (BASF)
12.30 p.m.	Lunch kindly supported by Whitepark

Tuesday, 7 June 2011

1.45 p.m.

BREAKOUT SESSIONS 5



Ballroom

5.1 Trend towards Sustainable Investing – a new Agenda for Investor Relations?
Hannes Stelten (Hermes Fund Managers)
Ingo Speich (Union Investment)
Juliane Schoeningh (BASF)
Dr Burkhard Pahnke (RWE)

Room
Gold 3

5.2 A Publishing System for Financial Reports!?
Yes, however, which Features are important?
Prof. Dr Klaus Kreulich (Munich University of Applied Sciences)
Maren Moisl (Klöckner Werke)
Ursula Stegmaier

Room
Gold 2

5.3 Revolution in Share Trading – Impact of Dark Pools and MTF's on IR
Dr Martin Steinbach
Mark Kahlenberg (HSBC Trinkaus & Burkhardt)

Room
Alabaster

5.4 Annual Report in English – why you should want to do what you have to do
Edward Vick (EVS Translations)
Jonathan Flathmann (EVS Translations)
Dirk Segbers (EVS Translations)

3.00 p.m.

Visit of IR Services Showcase and Coffee Break

3.15 p.m.

BREAKOUT SESSIONS 6

Room
Gold 3

6.1 Socially Responsible Investors: Communication and Shareholder Targeting (CIROs only)
Dr Julia Warth (Deutsche Bank)



Ballroom

6.2 M&A as an Agent for Change: How Communications with the Capital Markets are impacted by Transactions
Gundolf Moritz (Brunswick Group)
Paul Scott (Brunswick Group)
Joshua Young (Merck)

Room
Gold 2

6.3 Hidden Ownership and Empty Voting by using Derivatives – Regulatory Changes resulting from the AnSFuG
Dr Lutz Krämer (White & Case)
Dr Tobias Heinrich (White & Case)

Room
Alabaster

6.4 From Recovery to Expansion – Germany in 2011/12
Dr Bernhard Eschweiler (Silvia Quandt & Cie.)

4.30 p.m.

End of Conference

Workshop will be held in English

Simultaneous translation

PARTNERS

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GENERAL INFORMATION

Conference & Gala Dinner Venue

Frankfurt Marriott Hotel
Hamburger Allee 2, 60486 Frankfurt/Main

Conference Languages

German & English

Conference Fees

Attendance on both days:		Attendance on one day only:	
DIRK-members	950 € ¹⁾	DIRK-members	500 € ²⁾
Non-members	1.400 €	Non-members	700 €

1) 450 € for each additional person from same company

2) 250 € for each additional person from same company

The prices quoted do not include value added tax (VAT).

Registration

Please use the online registration facility at www.dirk-konferenz.de (German only). Once your application has been received, you will be invoiced accordingly through our partners Scholz & Friends Düsseldorf GmbH.

Recommended Accommodation

Frankfurt Marriott Hotel
Hamburger Allee 2, 60486 Frankfurt/Main
Phone: +49 (0) 69. 79 55 24 81
Fax: +49 (0) 69. 79 55 22 60
Internet: www.frankfurt-marriott.de

Single room: 155 € per night, without breakfast (special terms). A limited number of rooms is available for the event. To benefit from the special terms, please include the word "DIRK" when making a reservation. Reservation and payment conditions: please inquire directly with the hotel.

Host

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Miscellaneous

DIRK reserves the right to amend the conference programme. If the event is cancelled for reasons for which DIRK is not responsible, any fees already paid cannot be refunded and DIRK shall be absolved of all further liability.