



## **NIRI-NY Holds Event Focused on "Evaluating Your Investor Relations Program"**

NEW YORK--(BUSINESS WIRE)-- The New York Chapter of the National Investor Relations Institute (NIRI-NY) held an informative discussion on Tuesday, October 11 on the topic of "Evaluating Your Investor Relations Program." The event was sponsored and hosted by NYSE Euronext.

The panel discussion was moderated by Neil Stewart, Editor-at-Large of IR Magazine, and the panelists were Arzu Cevik, Editor of the IR Hub blog at Thomson Reuters; Stephen Davidson, Senior Vice President, Investor Relations for NYSE Euronext; and Zander Ross, Executive Advisor for the Finance and Strategy team at Corporate Executive Board.

Bernard Kilkelly, President of NIRI-NY and Vice President, Investor Relations for Delphi Financial Group, Inc., said, "In today's business environment where companies are monitoring expenses carefully and C-suite executives have tremendous demands on their time, it is critical for IROs to have ways to clearly demonstrate the value of investor relations activities. The panelists at NIRI-NY's program provided valuable insight into qualitative and quantitative ways to benchmark and measure the effectiveness of IR programs."

Handouts from NIRI-NY's October 11 program are available on the chapter's website at <http://www.niriny.org/programs.cfm>.

### **ABOUT NIRI-NY**

NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also the largest chapter with over 500 members. Founded in 1969, NIRI is a professional association of corporate officers and investor relations consultants responsible for communication among corporate management, the investing public and the financial community. NIRI members represent the majority of the largest publicly held corporations in the U.S. as well as many small and mid-sized companies. With over 4,300 members in 35 chapters around the country, NIRI sets the highest standards in education to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. For more information, visit [www.niriny.org](http://www.niriny.org).

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