

NIRI New York Minute

January 2020

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- [ModernIR highlights why liquidity in the US stock market is shrinking](#)
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Welcome to the New Year – 2020 is here!

NIRI NY – After a robust year in 2019 with major indices up double digits, global stocks kicked off January 2020 with more green as U.S.-China trade optimism, strong U.S. consumption, and low interest rates continue to bolster equity markets. Up next, year-end reporting will have most IRO's hunkered down developing highlights on performance, strategy and long-term goals. Many goals will include an ESG or sustainability focus as companies align their narrative with increasing investor demands for a socially responsible perspective. Amid the myriad of options, it is critical to hone key messages and deliver measurable metrics to engage with stakeholders. For a fresh perspective, join us at our upcoming programs:

- [Uncovering What Portfolio Managers Want From IROs](#)
Tuesday, January 14 at 9:00 AM, Bloomberg Offices – 120 Park Ave, New York
- [NextGen: Personal Branding & Career Development](#)
Thursday, January 23 at 6:30 PM, UBS Headquarters – 1285 6th Ave, New York

We were thrilled so many of you braved the cold and rain to join our annual holiday party in December. The Sky Room was a crowd pleaser with plenty of warm apps, cold beverages and outstanding views. Be sure to check out the festive photos on our events page [here](#).

UPCOMING EVENTS

[Uncovering What Portfolio Managers Want from IROs](#)

Tues, Jan 14 at 9:00 AM

Learn how to deliver value to the buy-side and build strong relationships with your investors

[NextGen: Personal Branding & Career Development](#)

Thurs, Jan 23 at 6:30 PM

An informative night of learning and networking.

[Crisis Communications – When the “You Know What” Hits the Fan](#)

Thurs, April 2 – *Stay tuned*

for more details!

[See entire calendar](#)

Looking forward to seeing you soon,

Alexandra Deignan

President, NIRI New York

Stay connected with the NIRI NY chapter by following us on [Twitter](#), [LinkedIn](#) and checking out the latest information on our [website](#).

PARTNER PERSPECTIVE



Market Structure Analytics™

What's the real supply of your shares available for trading? Where is it coming from? Volume is not liquidity. The amount of something trading – volume – often masks whether trades are getting done efficiently enough to ease risk for real buyers and sellers. Liquidity is how much of your stock trades before the price changes (minus how much is from borrowed shares). IR professionals need to understand this data today. For a short and easy introduction to liquidity, read on (and ask for a free look at yours!). Learn more [here](#).

NEW MEMBERS

Jessica Baehr, AXA Equitable Holdings

Mark Bendza, Honeywell International

Jessica Breu, Immunic, Inc.

Conrad Grodd, Yext, Inc.

Emlen Harmon, Sterling Bancorp

Melanie Michel, American Express

Kathryn Miller, OneMain Financial