

NIRI New York Minute

April 2020

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Adjusting to the “New Normal”

Here in New York, the epicenter of the COVID-19 pandemic, I have never been more proud to be a New Yorker. Being a part of this magnificent city every day is a privilege and, now more than ever, an inspiration as our colleagues, friends and neighbors come together to support each other during this global pandemic.

As major events and gatherings are cancelled, schools and businesses remain closed and travel plans are postponed indefinitely, market and operational activity continues albeit at a different pace. Companies have transitioned to remote offices and virtual meetings, while individuals are establishing work from home routines.

However, earnings season brings new challenges. Companies will need to determine how to communicate the degree and scope of the COVID-19 impact, determine guidance practices and answer difficult questions – none of which will be easy given the wide-ranging uncertainty in the market. As IROs prepare earnings and market updates, take advantage of the SEC’s recent statements on [The Importance of Disclosure](#) and [Shareholder Engagement](#) to facilitate outreach with investors and analysts while balancing social distancing with regulatory compliance.

I also encourage you to take advantage of resources within the NIRI community to help navigate through this unprecedented time. On the [“Events” section](#) of the NIRI NY website, we provide a list of upcoming webinars and virtual events hosted by other NIRI chapters and IR specialists that have open registration.

NIRI NY CHAPTER EVENTS

Crisis Communications – When the “You Know What” Hits the Fan

Thurs, April 2 at 4:30pm

*Read a recap of the event
and key takeaways [here](#).*

Annual Half Day Seminar – NYSE

Cancelled – *stay tuned for
information.*

[See entire calendar](#)

PARTNER PERSPECTIVE

AlphaSense

Leverage AlphaSense's [Coronavirus Tracker](#) and stay up-to-date on COVID-19's impact across sectors. With this tool, investor relations professionals can monitor how major players are

Chat Room: NIRI recently launched [eMeetups](#), periodic opportunities for members to virtually gather via video conference for conversations and collaboration with their IR peers and the broader community. Please visit [NIRI's COVID-19 Crisis Resource Library](#) to find more.

communicating the effects of Coronavirus through earnings transcripts, 8Ks, 10Ks, and more. Learn more [here](#).

Calendar Check: NIRI's 2020 Annual Conference, originally scheduled June 14-17 in Miami, has been postponed to ensure attendee health and safety measures and NIRI NY chapter is taking similar precautions. We made the difficult decision to cancel the **NIRI NY Annual Half-Day Seminar** at the NYSE in May, and our **NIRI NY Annual Meeting** in June. Stay tuned to our website where we will continue to provide updates on future events on the ["Events" section](#) of the NIRI NY website.

As we adapt to a new virtual reality, keep in mind social distancing need not to keep you from your NIRI friends. Plan a Zoom, book a Webex, FaceTime your fellow IROs and colleagues. Don't just call, **see** your friends in their home environment. My space blends an office-zoo vibe with more cords than paper, pets and kids running amok. What's your space share? Please continue to share ideas, collaborate and engage with each other to stay connected wherever we are.

Stay safe and keep healthy,

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](#).

NEW MEMBERS

Zachary Byer, Voya Financial

Kevin Cassidy, Moody's Corporation

Parichat Charoenkitnapa, BNY Mellon

Peter Henrici, Vishay Intertechnology, Incorporated

Robery Meyers, BNY Mellon

Laura Riley, BNY Mellon