



April 8, 2021

Save the Date: CIRI to Hold 2021 Annual Conference Virtually June 14-16

Toronto, Ontario – The Canadian Investor Relations Institute’s (CIRI’s) 2021 Annual Conference will be held virtually over three afternoons – June 14, 15 and 16. Building on last year’s success, this virtual format will include all the elements that make the Annual Conference a hallmark event for Canadian IROs including: general and breakout sessions; panel discussions; interactive roundtables; opportunities to engage with suppliers through a variety of options, time-tested and new; and networking with peers during social events.

This year’s Conference theme: *Megashift: The Evolving Role of IR* will not only address the significant and rapid changes the IR role has undergone to adapt to our current environment but also the continued transformation we expect heading into 2022.

“As we enter our second year working remotely, it is critical to bring our community together to discuss the major shifts we have seen in the profession and what we can anticipate going forward,” said Yvette Lokker, President & CEO, CIRI. “By delivering our Annual Conference virtually, we provide IROs the opportunity to reconnect, share experiences and learn from one another. This is our opportunity to celebrate the resilience of the IR community and get re-energized for what is to come over the next year.”

Each year, CIRI’s Annual Conference brings together investor relations professionals from across Canada to stay up to date on IR best practices and emerging trends; learn from IR, governance and capital markets experts; network with peers; and stay informed on the IR tools and services available.

To make this event even more accessible, we have adjusted our rates to \$595 for members and \$795 for non-members. To register, [click here](#). More details will be available on the soon-to-be launched Annual Conference website.

About CIRI

[CIRI](#) is a professional, not-for-profit association of executives responsible for communication between public corporations, investors and the financial community. CIRI contributes to the transparency and integrity of the Canadian capital markets by advancing the practice of investor relations, the professional competency of its members and the stature of the profession. With close to 500 members and four Chapters across the country, CIRI is the voice of IR in Canada. For further information, please visit [CIRI.org](#).

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