



Analyst Days — the most important Investor Event of the year

You are going to spend thousands of dollars on the event, and want to present the best face of the company. Let TWST — which works with so many banks on their investment conferences — help make it the best day of the year.

Every year, The Wall Street Transcript provides services to nearly 40 investment banks helping them to organize over a hundred investment conferences. No other organization is as involved in the detailed aspects of what makes a successful live investor event.

TWST has combined some of the the services it provides to banks into a package of services to help Companies with their Analyst or Investor days.

These events are highly similar to Investment Conferences, except they are all about you.

But there is no reason not to make them as successful as the best Wall Street investor conference.

We look forward to working with you. To find out more about the MeetMax system, please contact: Andrew Pickup at **212-952-7437** or pickup@twst.com

TWST Services - to make it a success

Registration

Successfully used for several years by the most demanding bank clients, MeetMax is an online registration system that is designed for complex, high-value events.

- Save hours of time
- Get a better response rate
- Manage and communicate more easily
- Track the budget for the event
- Communicate with the hotel

You will save hours of time in managing data, and present a vastly more professional appearance to your high-value guests.

Webcasting

Not all of your desired audience will make it in person. Reach them clearly though Wall Street Webcasting, the leading webcaster of live financial events. Make sure your Analyst Day is webcast perfectly, to create the right impression.

Marketing

Let The Wall Street Transcript help you market the event to ensure the right investors and analysts attend.

- MeetMax E-vite system is used extensively to gain registrants for investment conferences — use it for your own event
- TWST and it's distribution partners reach the investors you need. Let us help you find them.
- Interview in TWST to provide the core message needed to attract registrants.

Survey

Perception studies are expensive. Do something quick and easy for the most important perception setters in the market - those who are familiar enough with your company to come to your Analyst day.

- Ask perception about your company relative to its sector
- Ask about management quality, business model, products
- Use the data to influence the messages you give on the Day itself.

The basic set-up fee for registration and audio-only webcasting (1/2 day event) is only \$2500, including an on-site technical support person.