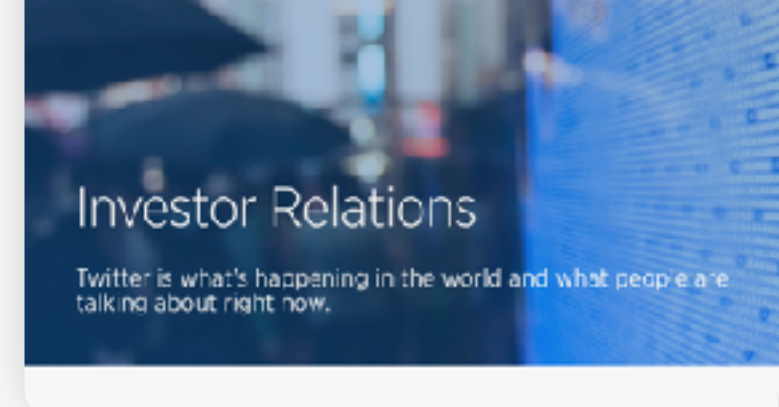
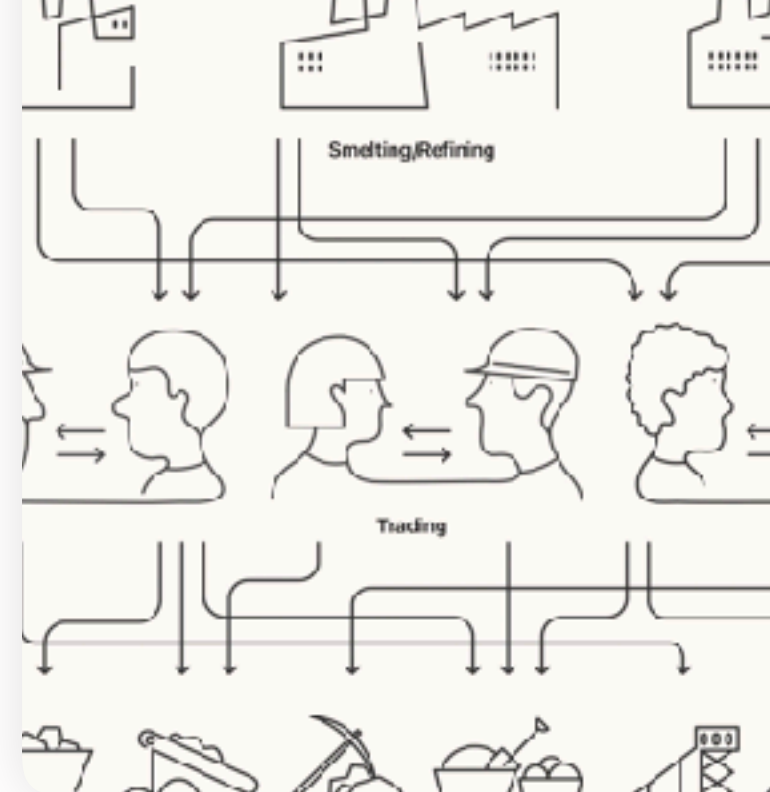


# IR Heroes

Spunti, trend e best practice per creare una **sezione IR di successo**.

@Terrazza Aperol Autogrill, Milano

11/04/2018








# Federica Pecoraro

Founder & Head of UX



# Mattia Carletti

UI Designer & Art Director



**people**  
**—— not**  
**—— users**

**We believe  
in experiences**



CHAPTER 01

# context





84%

Research before invest

70%

Earning announcements

71%

Visit weekly

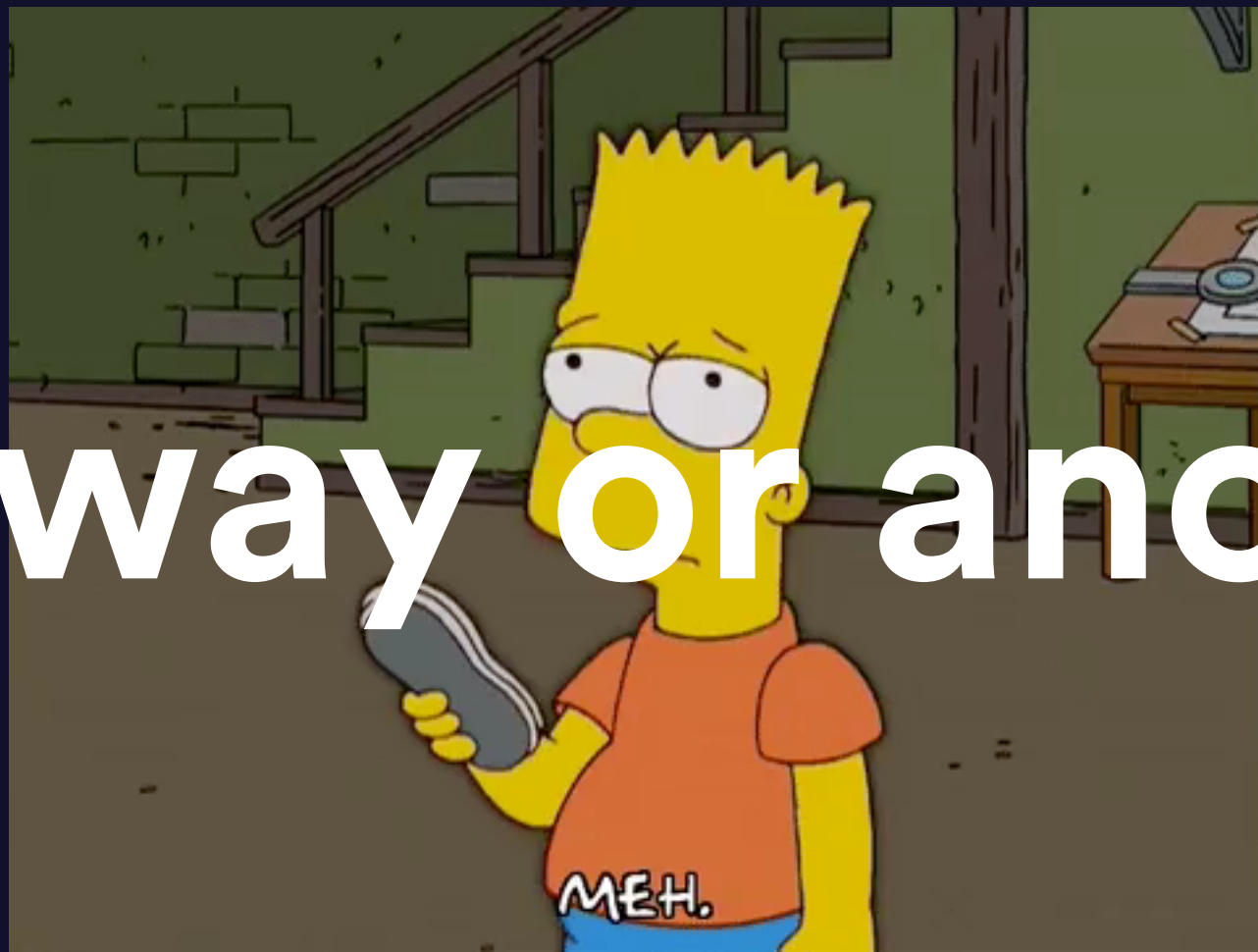
bad experience



..... why why why .....



..... one way or another .....

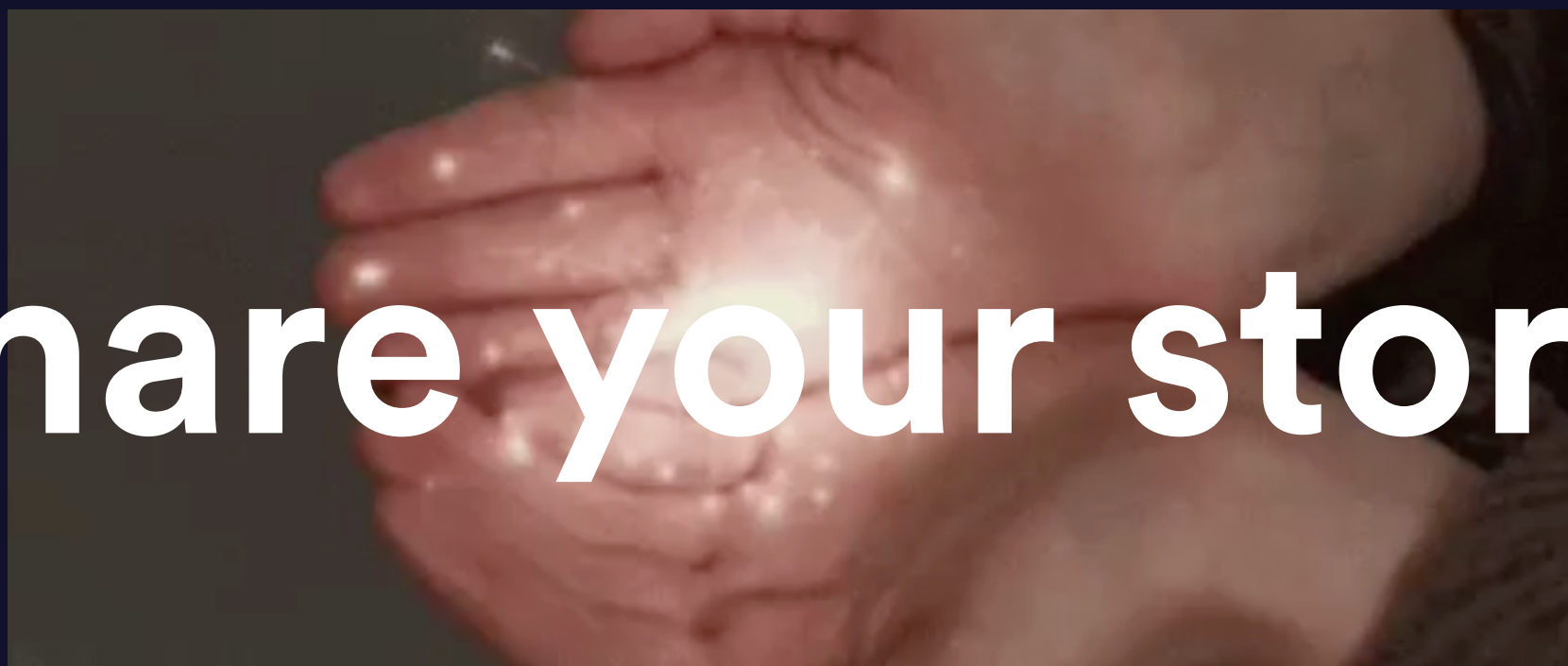




..... **not about compliance** .....



..... **share your story** .....





## CHAPTER 02

# target





TARGET 1

# Investment Professionals



TARGET 2

# Individual Investors





## CHAPTER 03

# tips





TIPS

# Mobile first



A man wearing a grey hard hat with a black chin strap. He has a surprised or intense expression, with wide eyes and a slightly open mouth. The background is a plain, light-colored wall. The image has a slightly desaturated, vintage feel.

TIPS

**Tell a story**

First Quarter 2018 Financial  
Results Conference Call  
[more](#)

Numbers

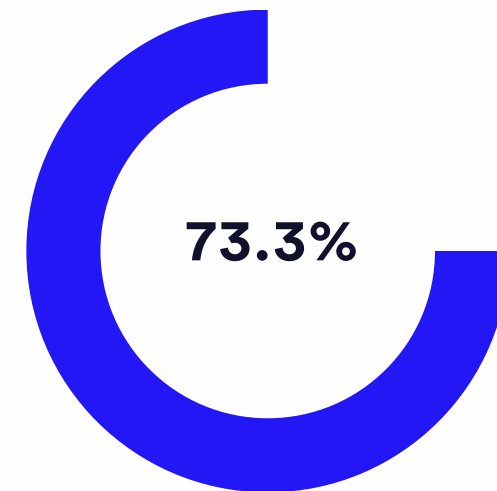
2017			
Q1	Q2	Q3	Q4 & fiscal year
Press release	Press release	Press release	Press release
Webcast	Webcast	Webcast	Webcast
Transcript	Transcript	Transcript	Transcript
10-Q	10-Q	10-Q	10-K
PDF HTML XBRL	PDF HTML XBRL	PDF HTML XBRL	PDF HTML XBRL
2016			
Q1	Q2	Q3	Q4 & fiscal year
Press release	Press release	Press release	Press release
Webcast	Webcast	Webcast	Webcast
	Transcript	Transcript	Transcript
			Annual report (PDF)
10-Q	10-Q	10-Q	10-K
PDF HTML XBRL	PDF HTML XBRL	PDF HTML XBRL	PDF HTML XBRL
See previous earnings releases <a href="#">here</a> .			

TIPS

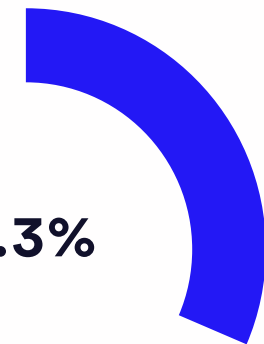
# Webcasting

TIPS

**Webcasting  
with video +  
slide VS  
audio only**



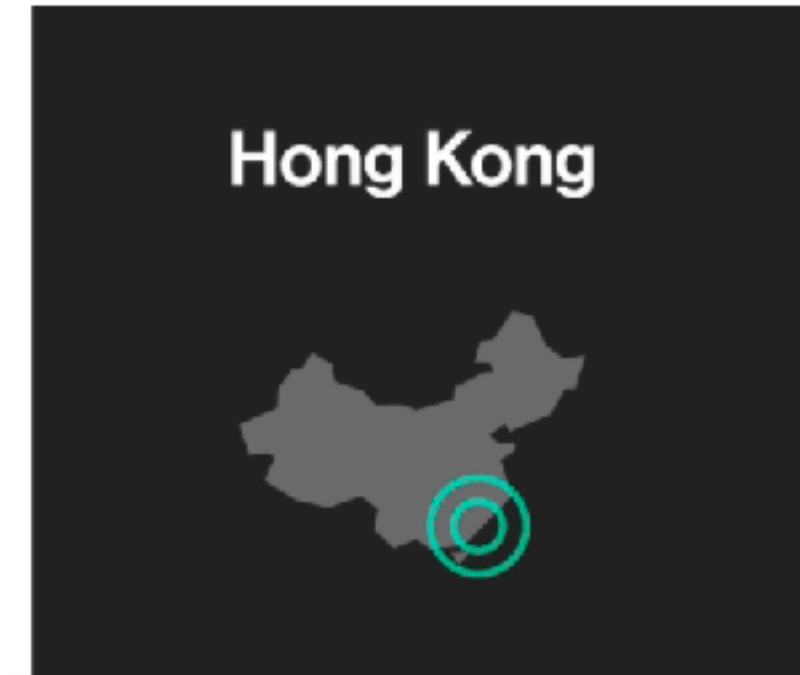
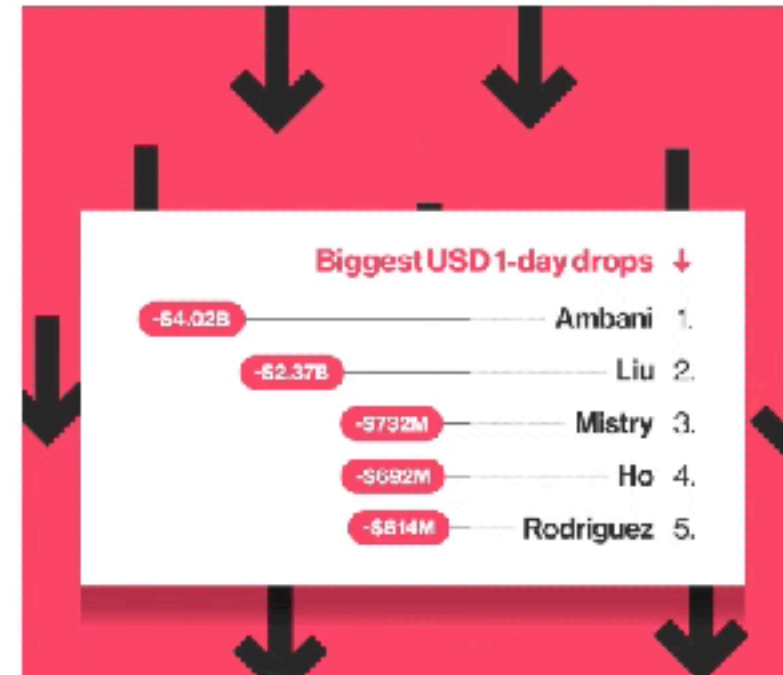
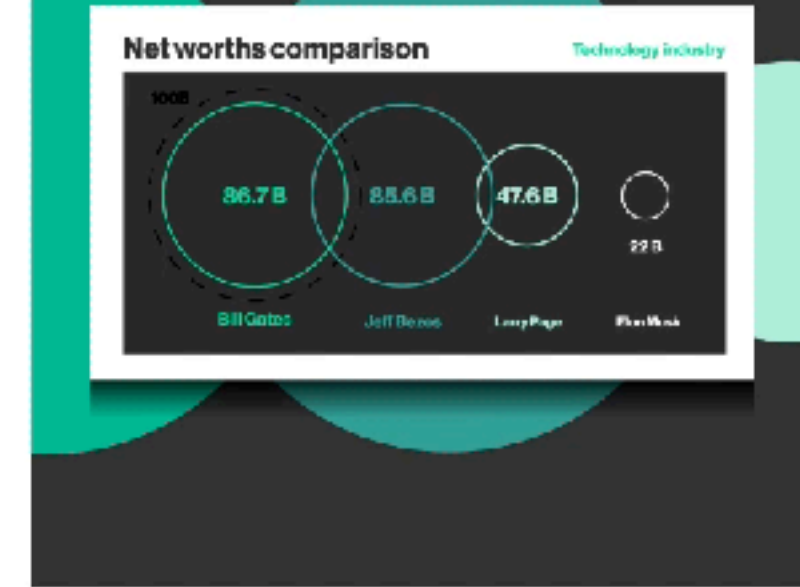
+ Average registered viewers



+ Average view time

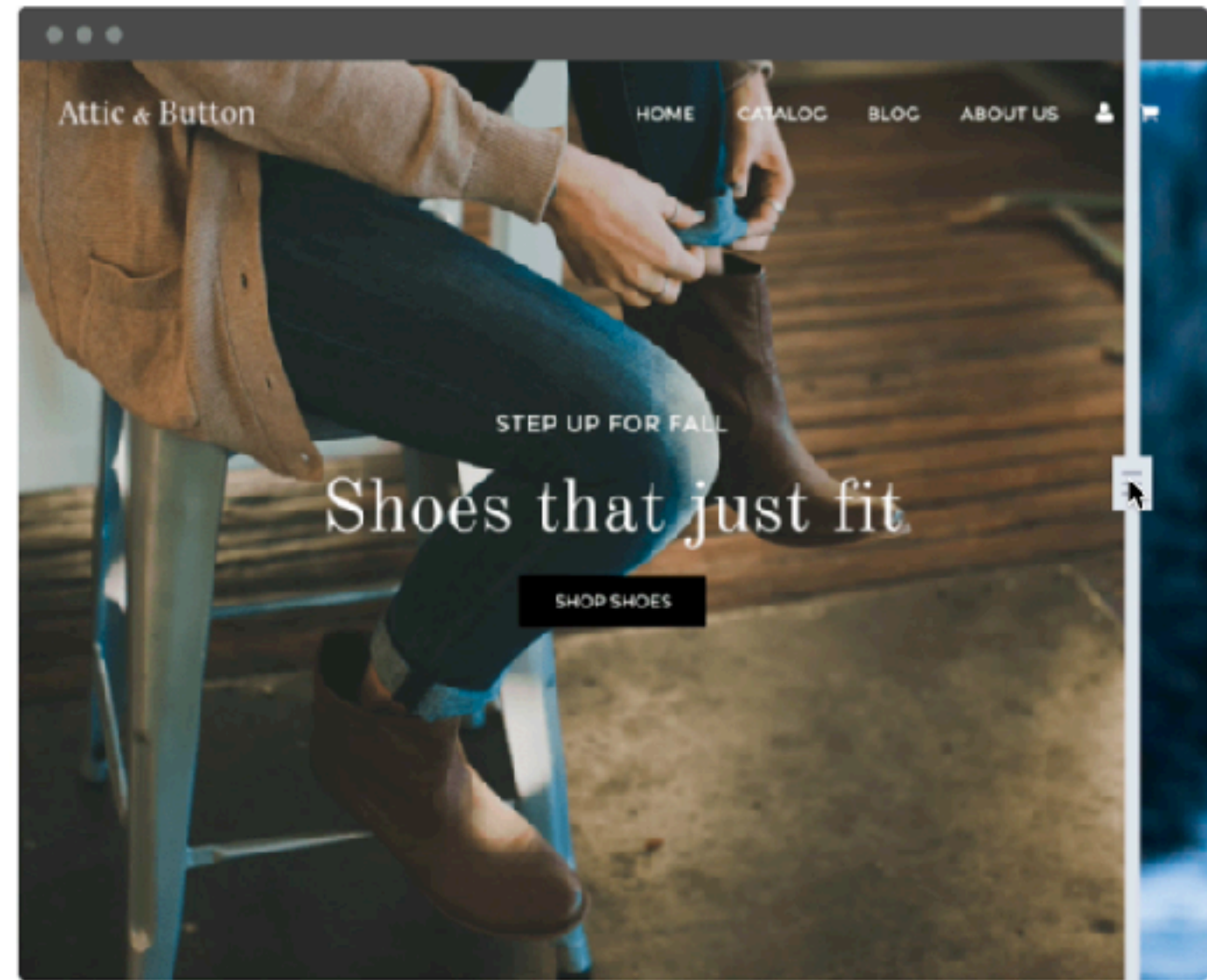
TIPS

# Beyond earnings and AGMs



TIPS

# Tailored content





CHAPTER 04

# examples

EXAMPLES

# IR Web Sections



[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

## Investor Relations

[Stock Price](#) [Financial Information](#) [SEC Filings](#) [Leadership & Governance](#) [FAQ](#) [Contact Us](#)

# Apple Investor News

## FY 18 Second Quarter Results

Tuesday, May 1, 2018

2:00 p.m. PT / 5:00 p.m. ET

[Listen to the conference call webcast](#)



# INVESTOR RELATIONS

Company news | 08.03.2018 | > BMW GROUP REPORTS EIGHTH SUCCESSIVE RECORD YEAR DESPITE HIGH UPF...



BMW GROUP INVESTOR PRESENTATION



BMW GROUP INVESTOR FACTBOOK



FINANCIAL CALENDAR 2018







GRUPPO

BRAND

INVESTOR RELATIONS

GOVERNANCE

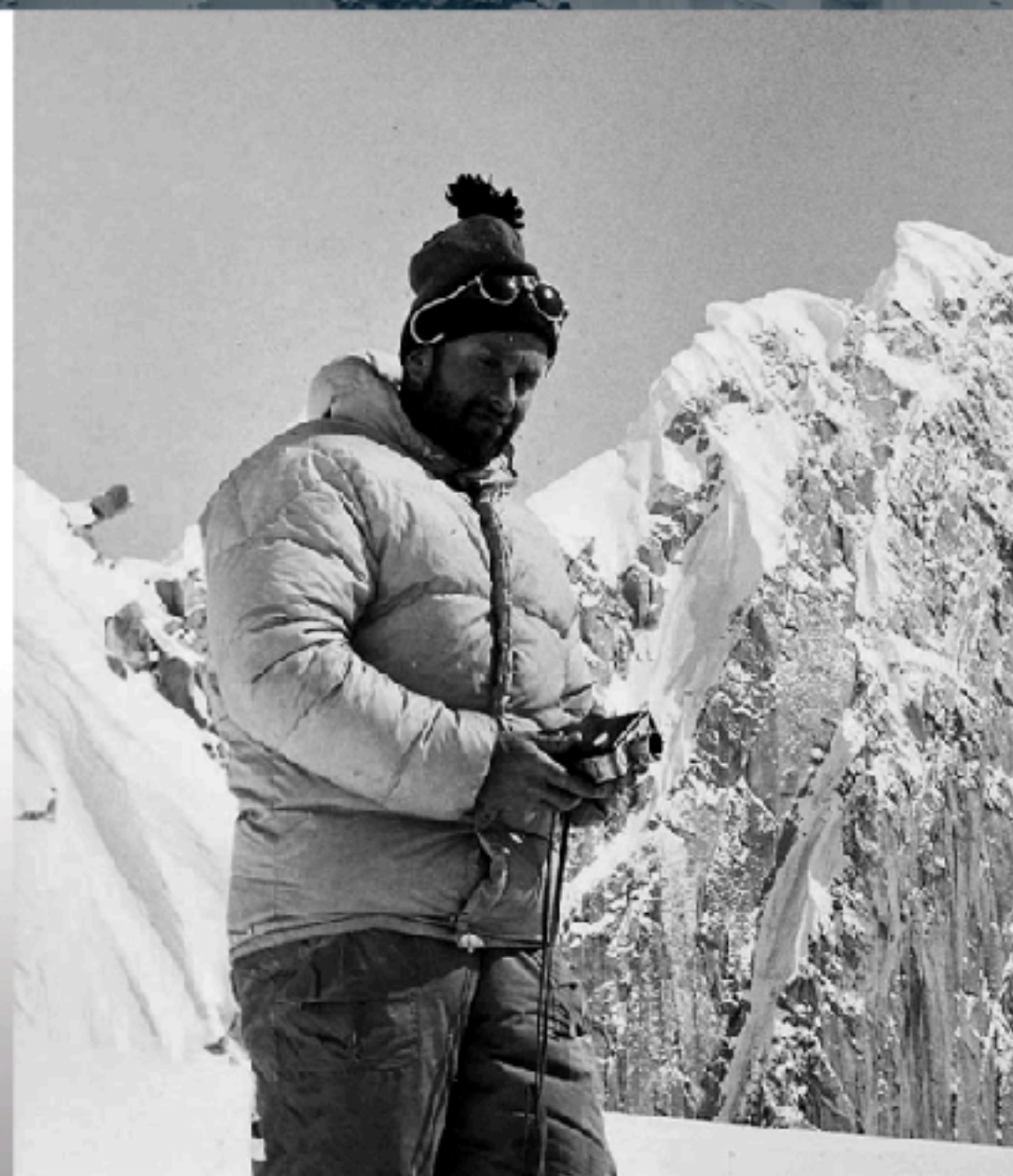
SOSTENIBILITÀ

MEDIA

CAREERS

IT ▼

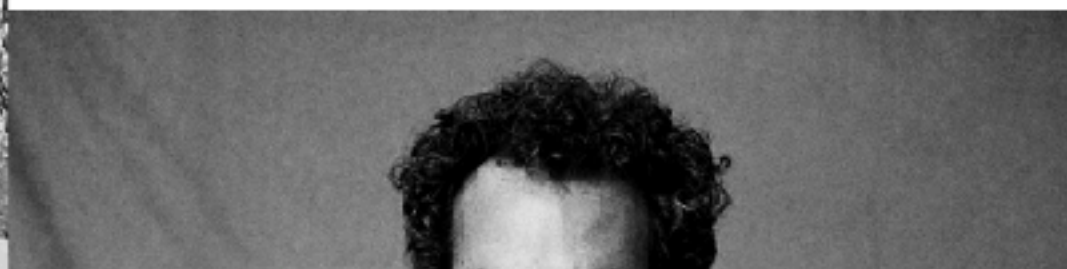
# INVESTOR RELATIONS



L'obiettivo di Moncler è perseguire uno sviluppo sostenibile e responsabile nel segmento dei beni di lusso a livello mondiale, in armonia e coerentemente all'unicità del proprio heritage.

La strategia di Moncler è strettamente correlata alla filosofia e ai valori del Gruppo e si fonda su sei pilastri:

- Identità e unicità di posizionamento;
- Marchio globale senza filtri con il mercato;
- Selettivo ampliamento della gamma prodotti;
- Rapporto diretto con il proprio cliente, per continuare a sorprenderlo;
- Sviluppo del canale digitale;
- Crescita sostenibile che porti valore a tutti gli stakeholder.





# Investor Relations

## Fourth Quarter 2017

[10-K](#) > [Presentation](#) > [Earnings Release](#) > [Webcast](#) >

LEARN MORE

OVERVIEW

RELEASES

STOCK INFO

FINANCIALS

EVENTS & PRESENTATIONS

GOVERNANCE

RESOURCES

About NETGEAR, Inc.





# NIKE, INC. IS A GROWTH COMPANY.

We create innovative, must-have products. We build deep, personal connections with consumers. And we deliver an integrated marketplace with compelling retail experiences.

## NEWS, EVENTS AND REPORTS

LEARN MORE

2017 INVESTORS DAY

## QUARTERLY EARNINGS

LEARN MORE

NIKE, INC. FY2018



# Investor Relations

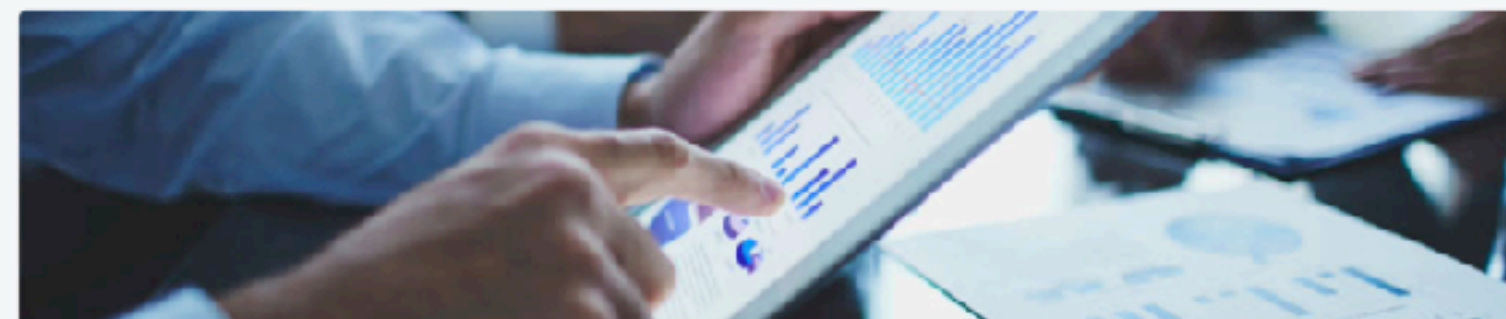
Twitter is what's happening in the world and what people are talking about right now.



## Recent Financial Releases

[Twitter to Announce First Quarter 2018 Results](#)

April 3, 2018



## Q4 2017 Earnings

[Twitter Fourth Quarter Earnings Conference Call](#)

[Q4' 2017 Shareholder Letter](#)

[Slide Presentation](#)

[Selected Company Metrics and Financials](#)



# Investor Relations



Fiscal year 2017 – record earnings for the Volkswagen Group in 2017 - Group sales revenue in 2017 up significantly year-on-year at EUR 230.7 billion - Deliveries to customers achieve new record of 10.7 million vehicles



## Shaping the transformation together.



EXAMPLES

# Reports



**I**  
**5th-grade**  
**class adopted**





**IT WAS A YEAR FOR  
TRANSFORMATION**



adidas

# 2017

## ANNUAL REPORT

ONLINE SUMMARY

DOWN  
LOAD  
FULL  
REPORT



SCROLL DOWN



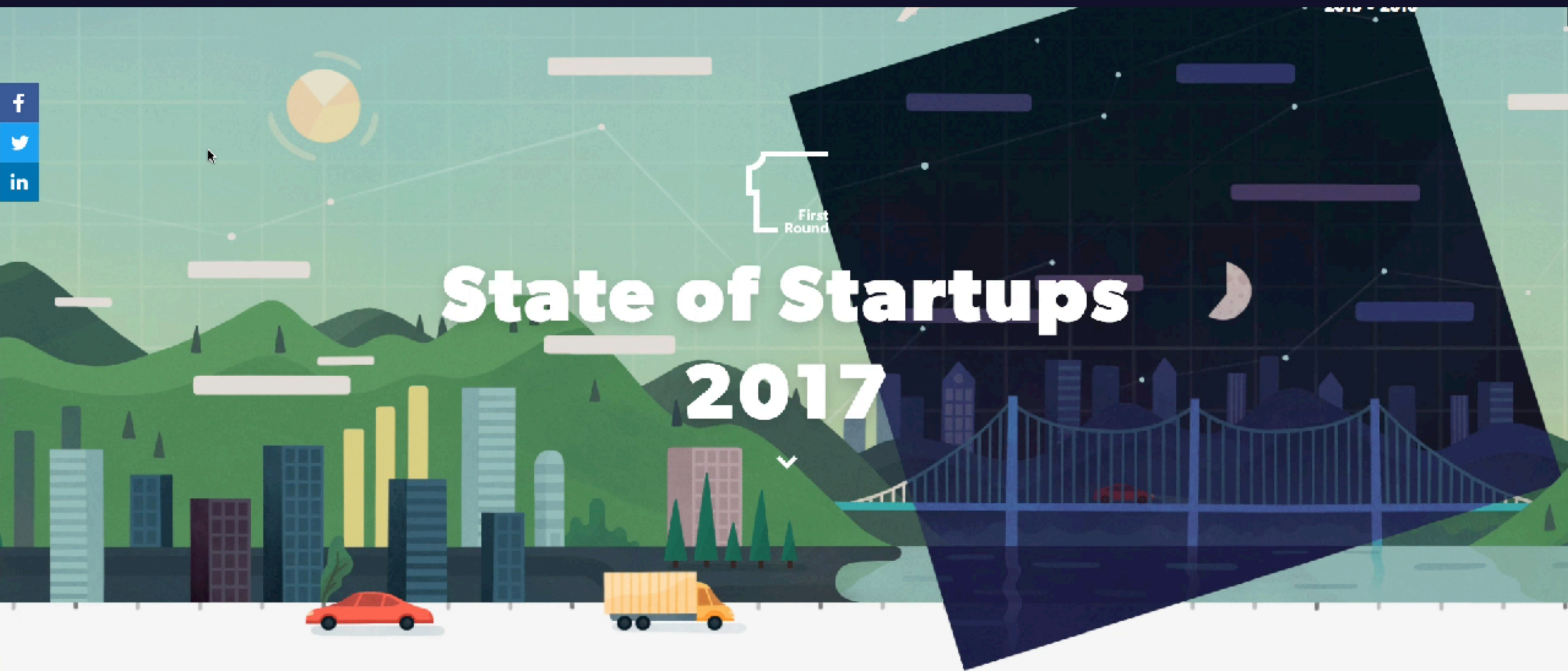
1  
2  
3  
4  
5

DE





# State of Startups 2017





## CHAPTER 05

# trends

ebay

MULTIPLE

Colors



MULTIPLE

# Color Schemes

WELCOME BACK

# Gradients

WELCOME BACK

# Patterns

BOLD

Type

IDEAS!

IBM Plex™  
is our new  
typeface.  
It's global,  
it's versatile



Typetester





AUTHENTIC

Photos







CUSTOM

# Illustrations





MINIMAL

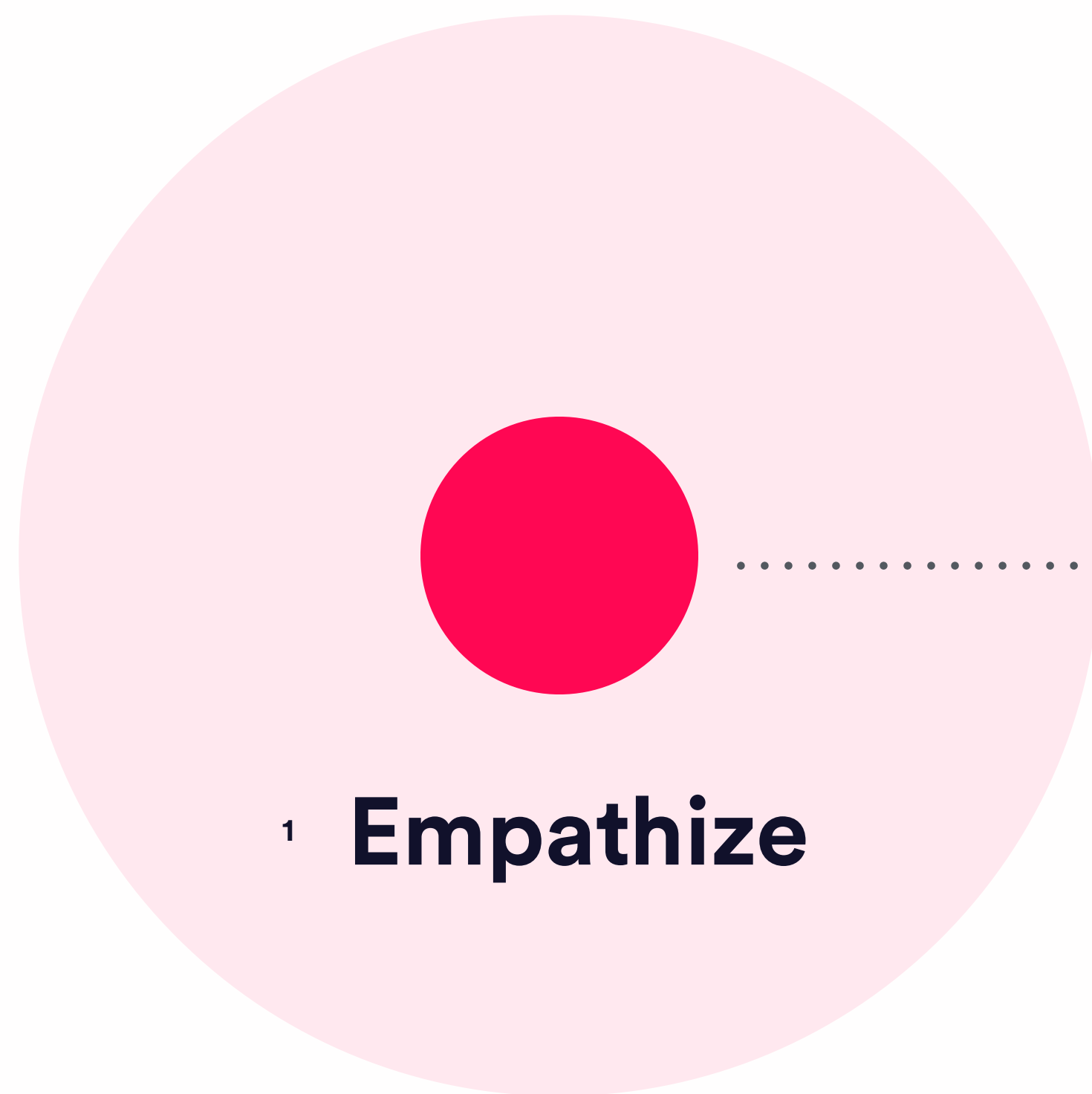
3D

# method

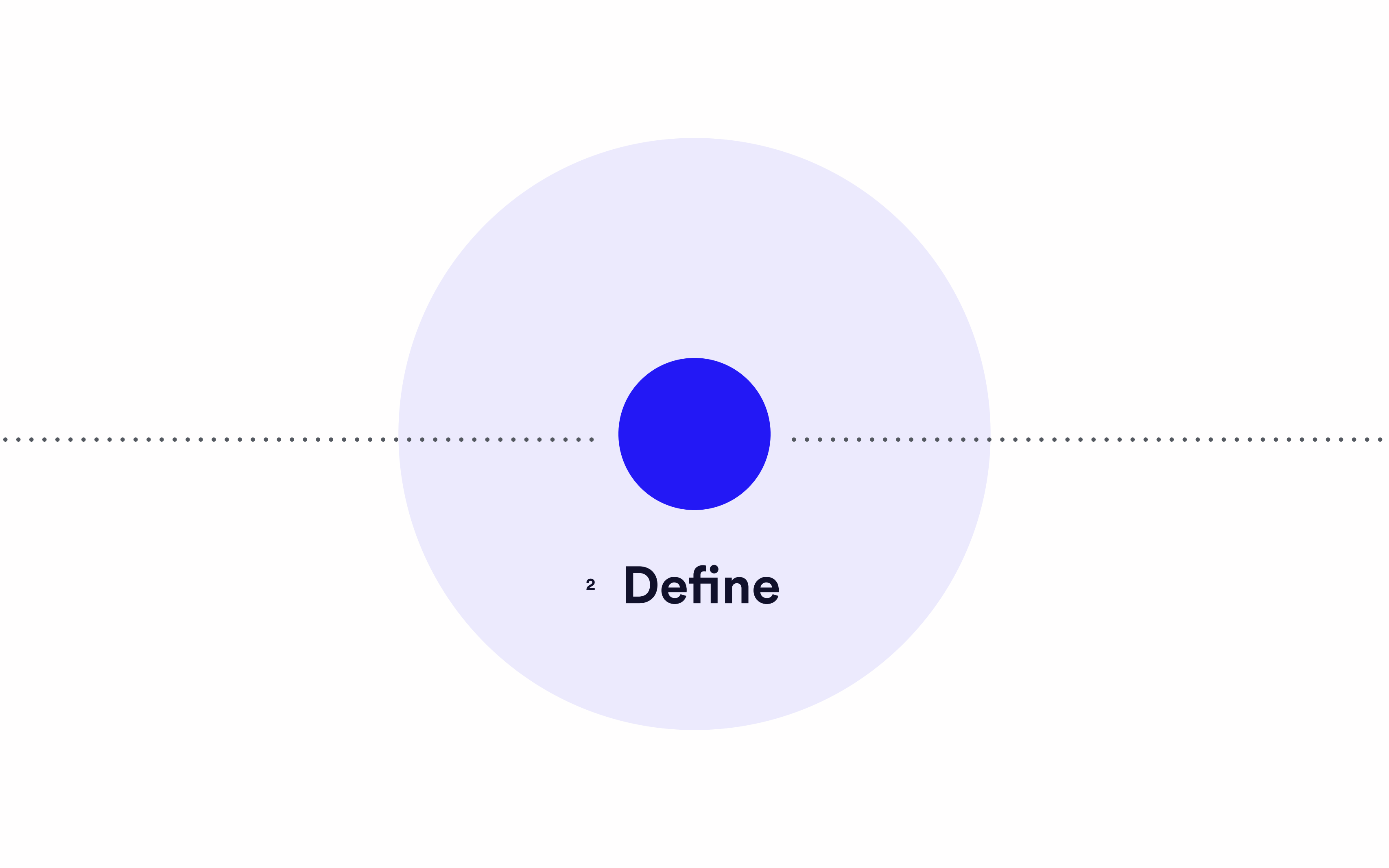


**Design  
Thinking  
– anyone?**

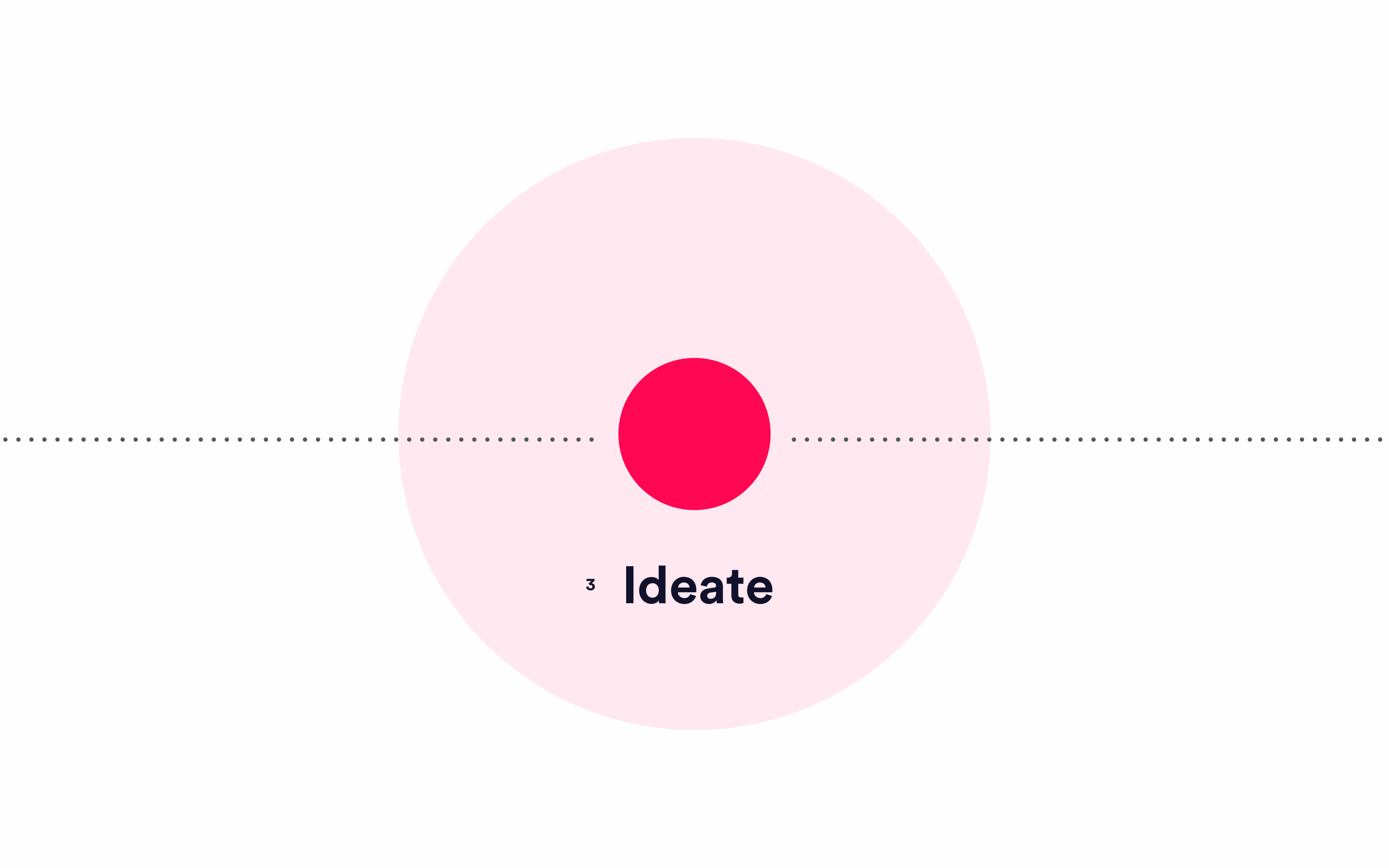




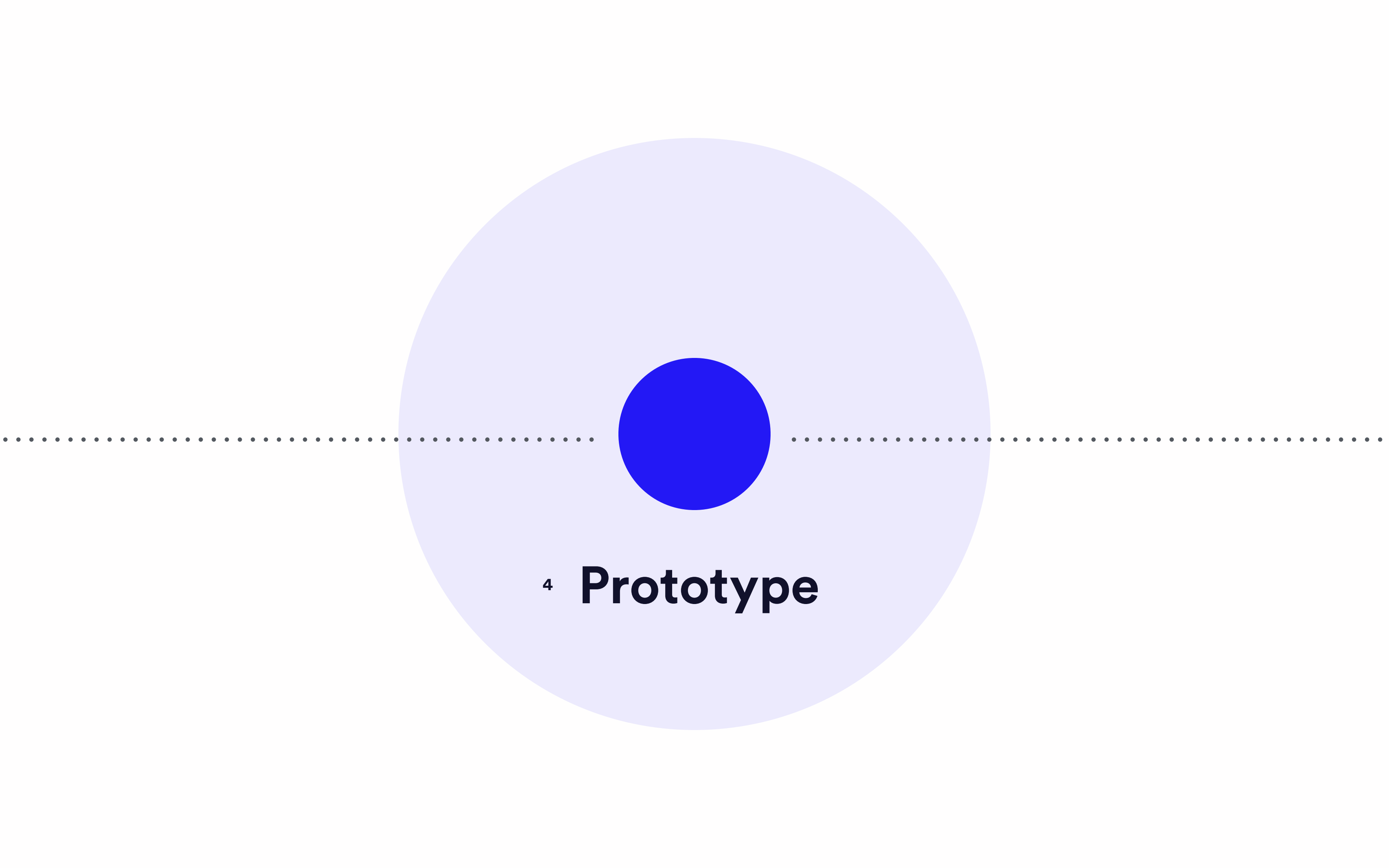
<sup>1</sup> **Empathize**



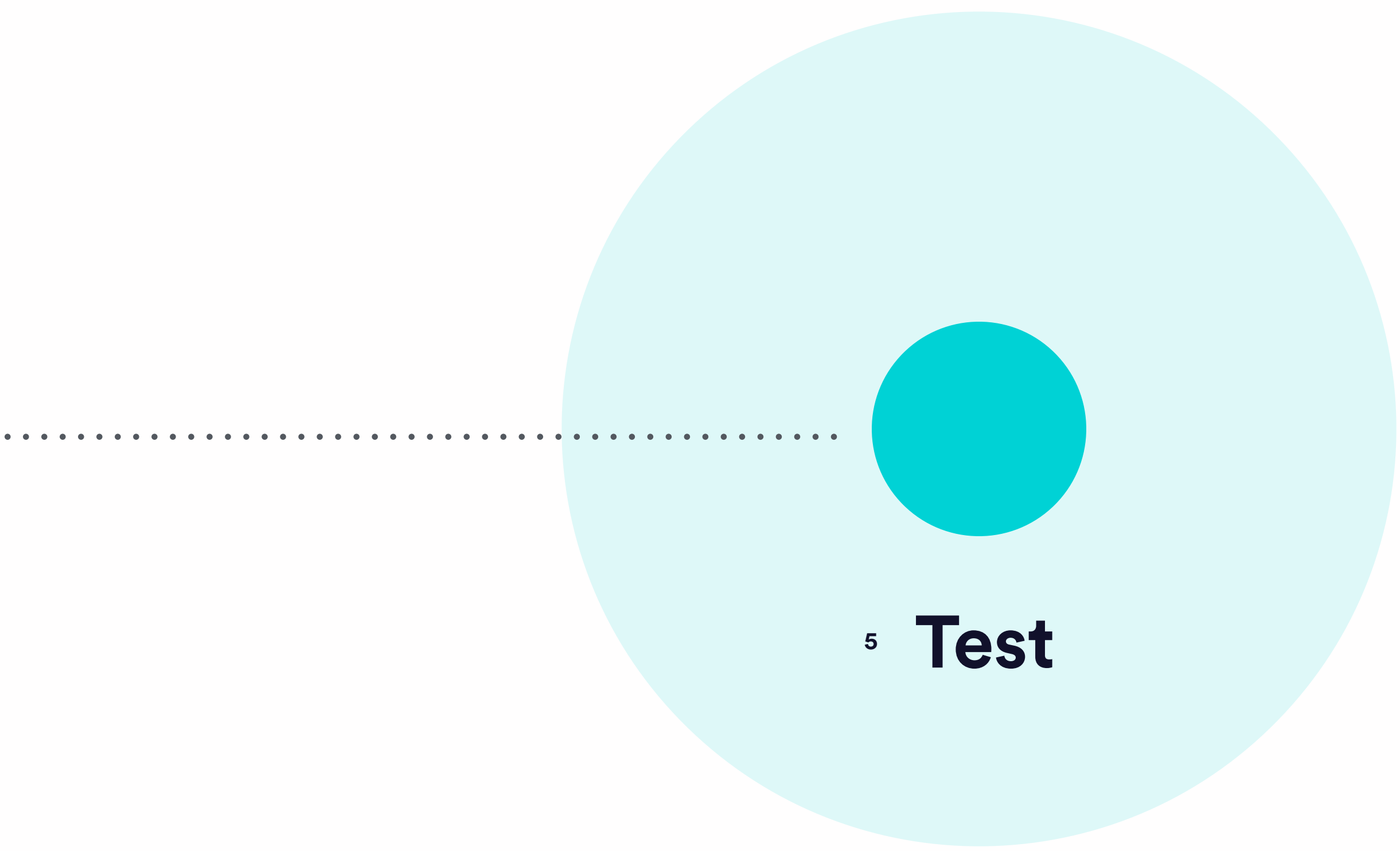
<sup>2</sup> Define



<sup>3</sup> **Ideate**



**4 Prototype**



<sup>5</sup> **Test**



**It's a mindset,  
not a ~~process~~**









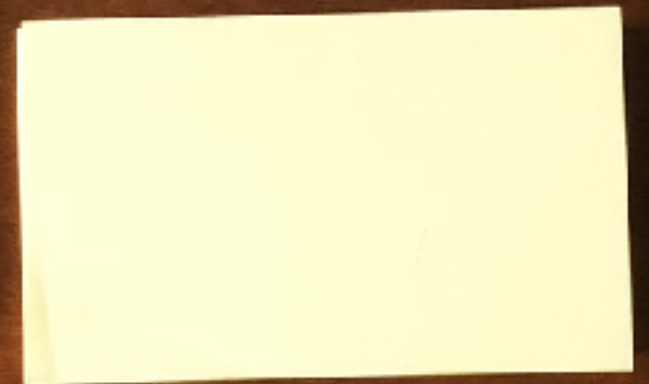
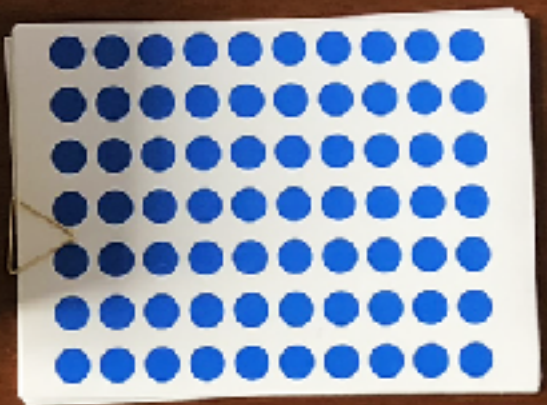
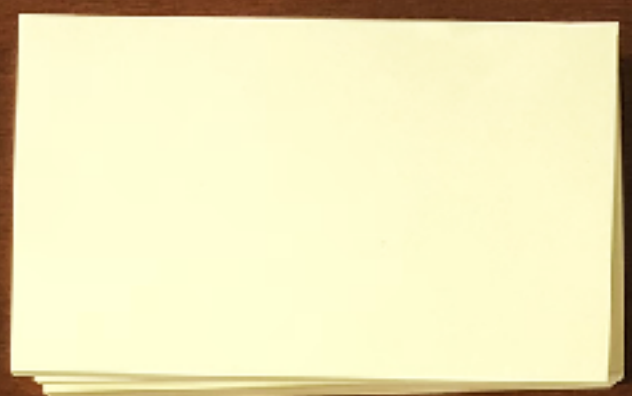


# Design Thinking



## Design Sprint





...list for Monday  
...chedules are approximate. Don't worry if you run behind.  
...to take breaks every sixty to ninety minutes (or  
...)

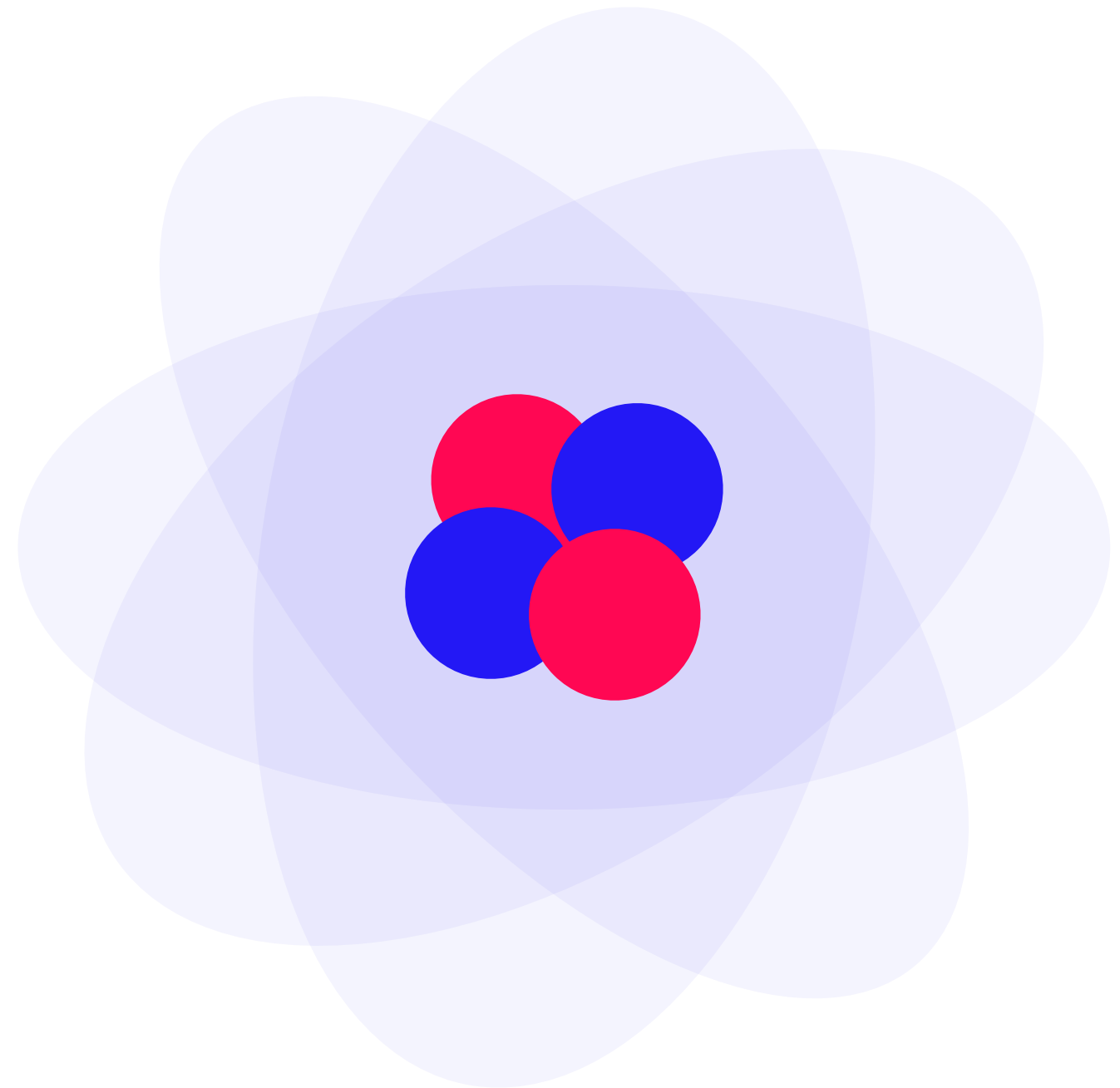


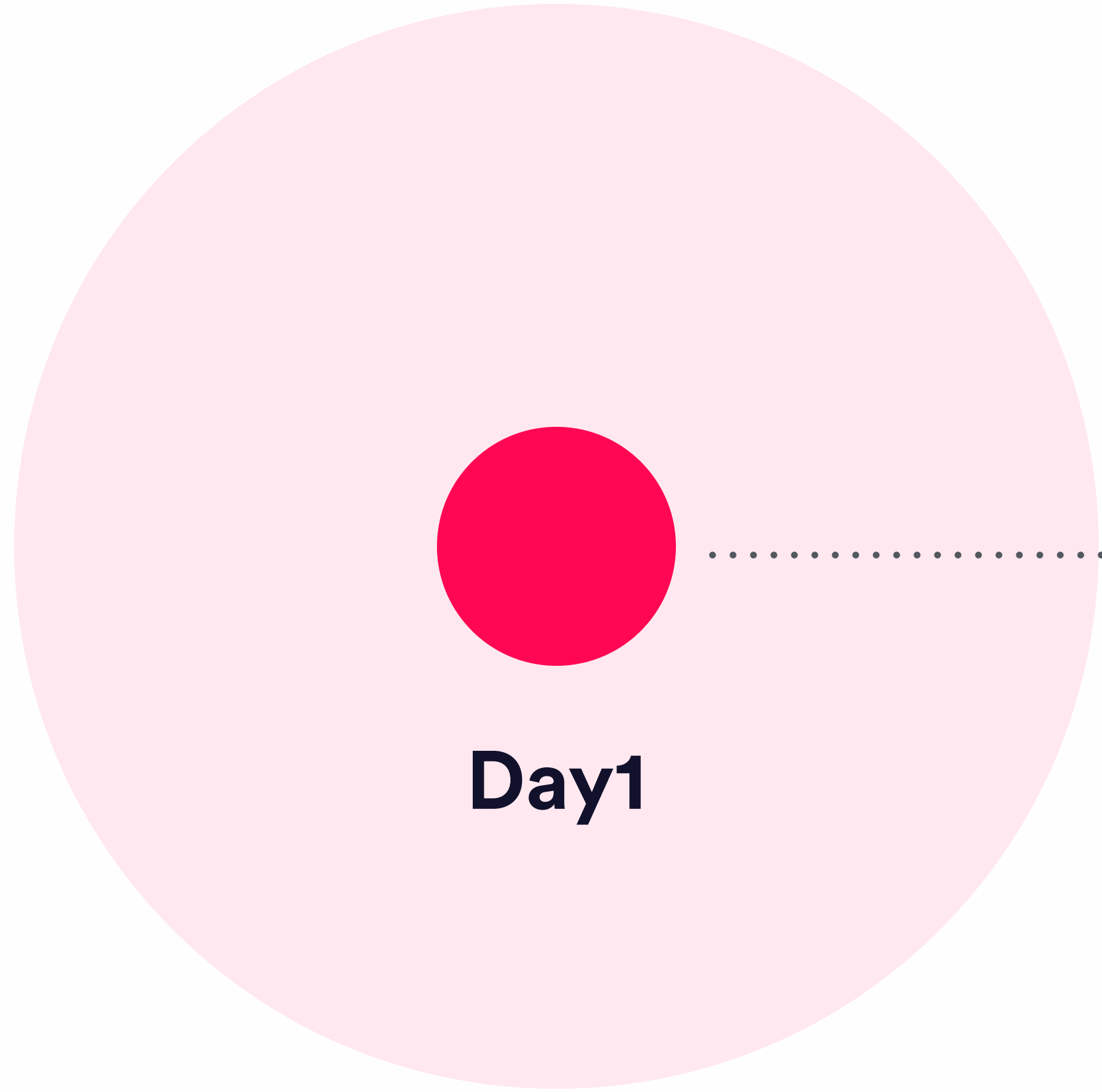


# Design Sprint in Fightbean

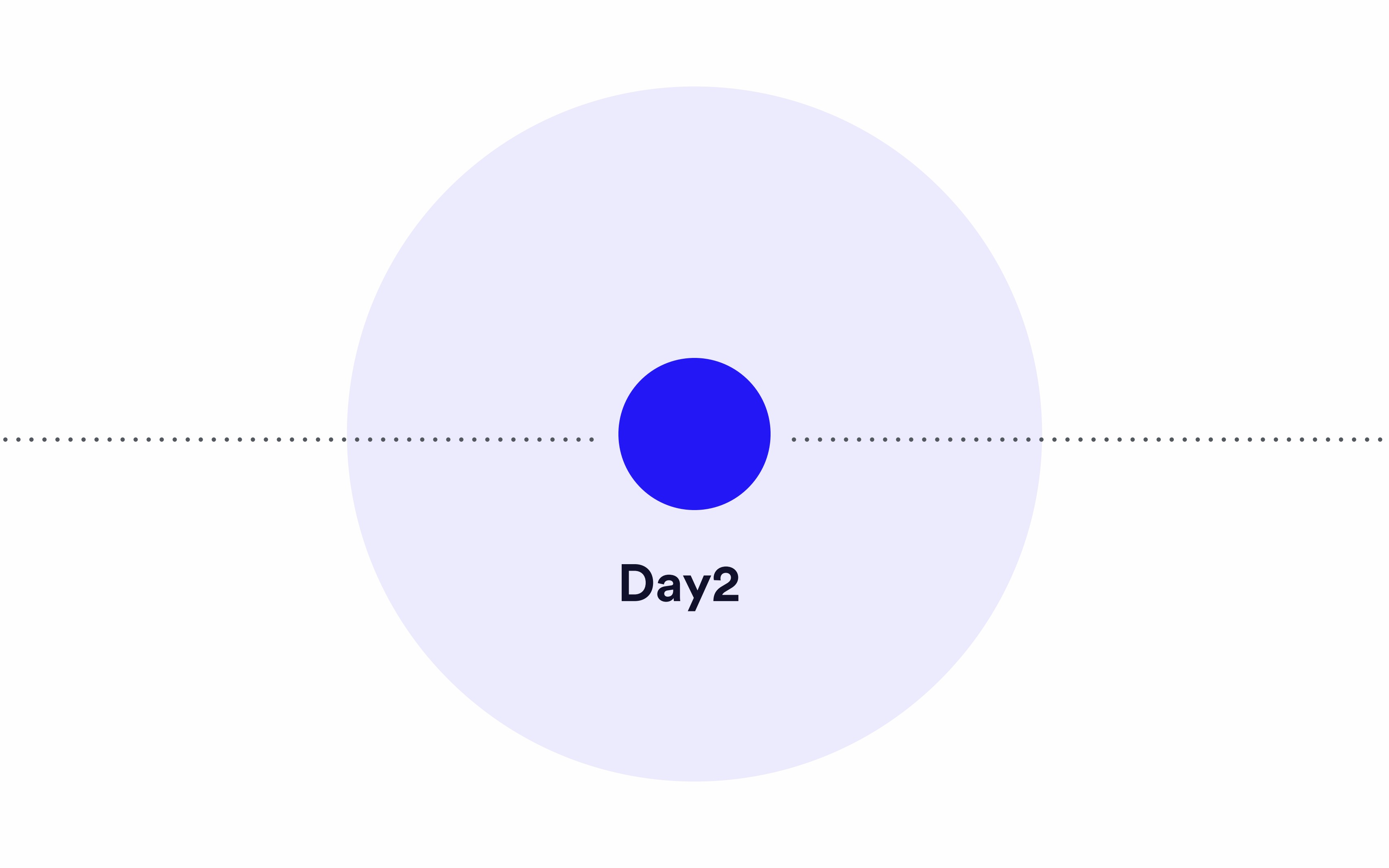
The Design Sprint is a 4-day process for rapidly solving big challenges, creating new products, or improving existing ones.

**It compresses potentially months of work into a few days.**



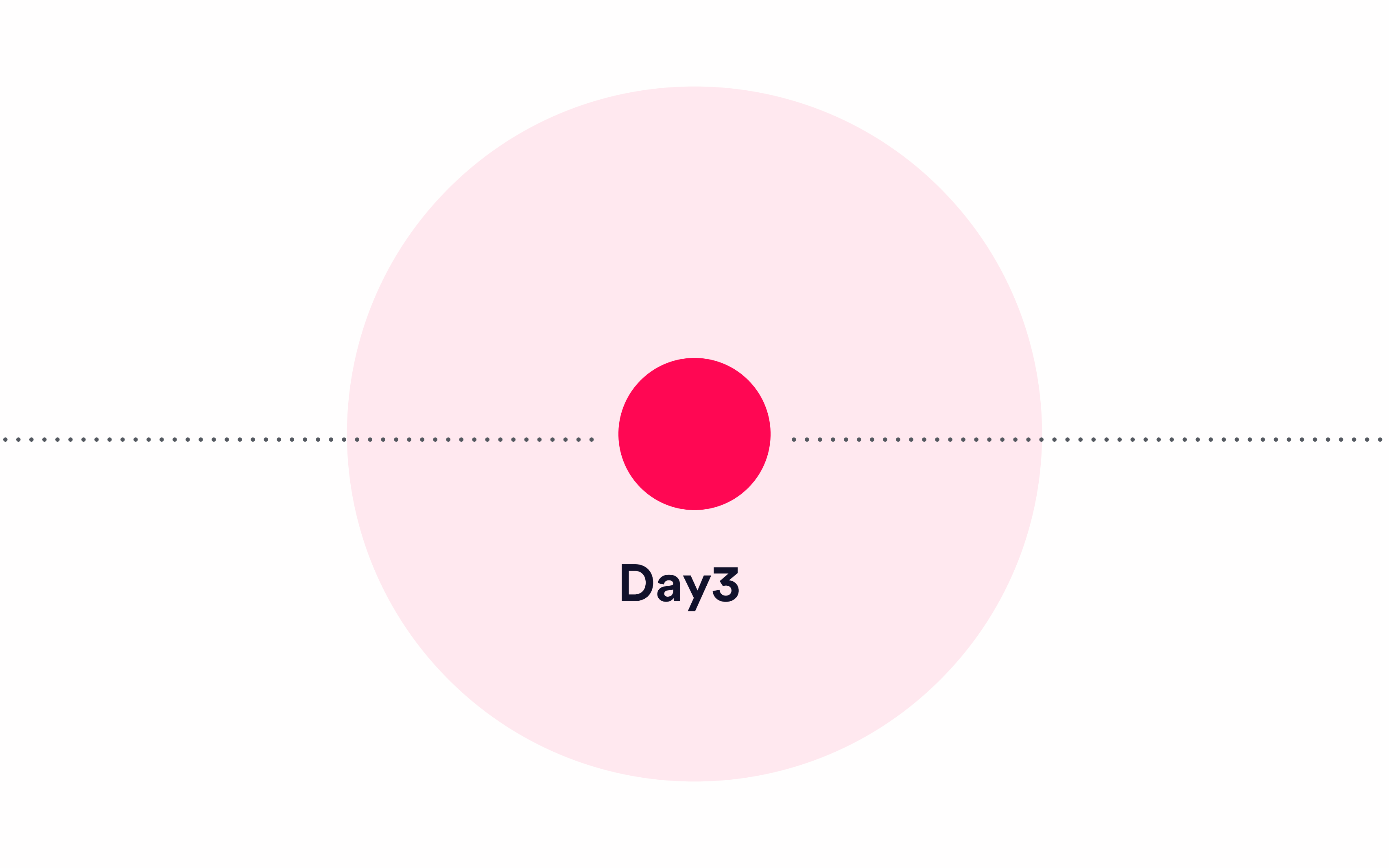


**Day1**

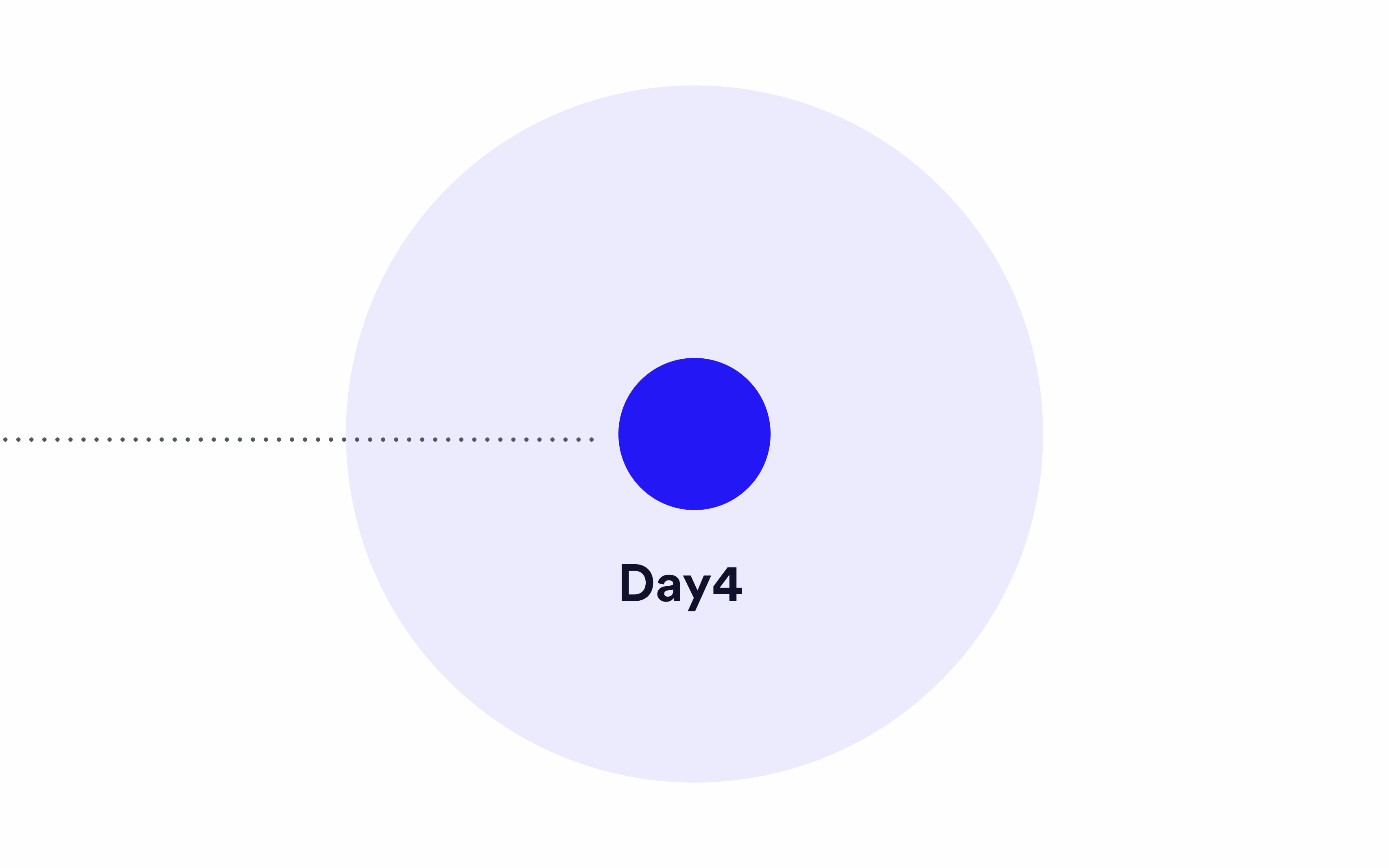


**Day2**

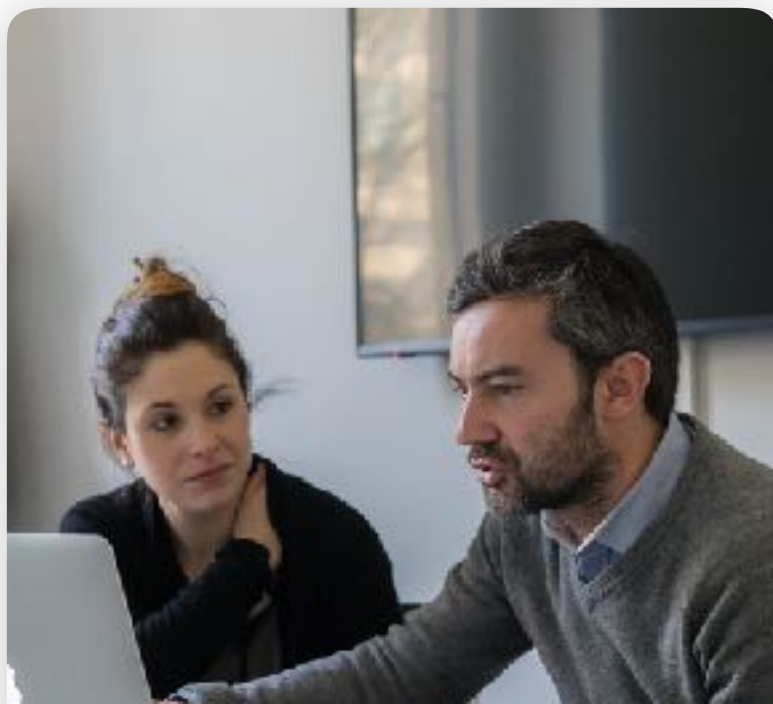
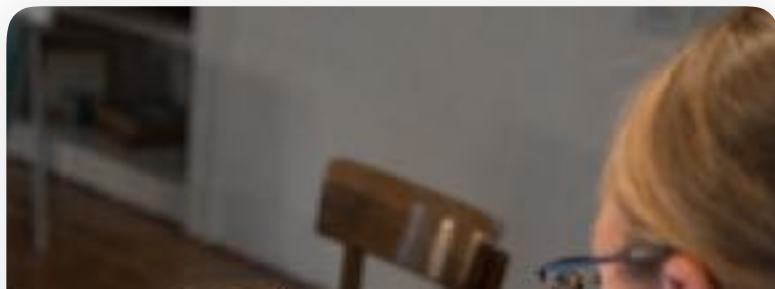
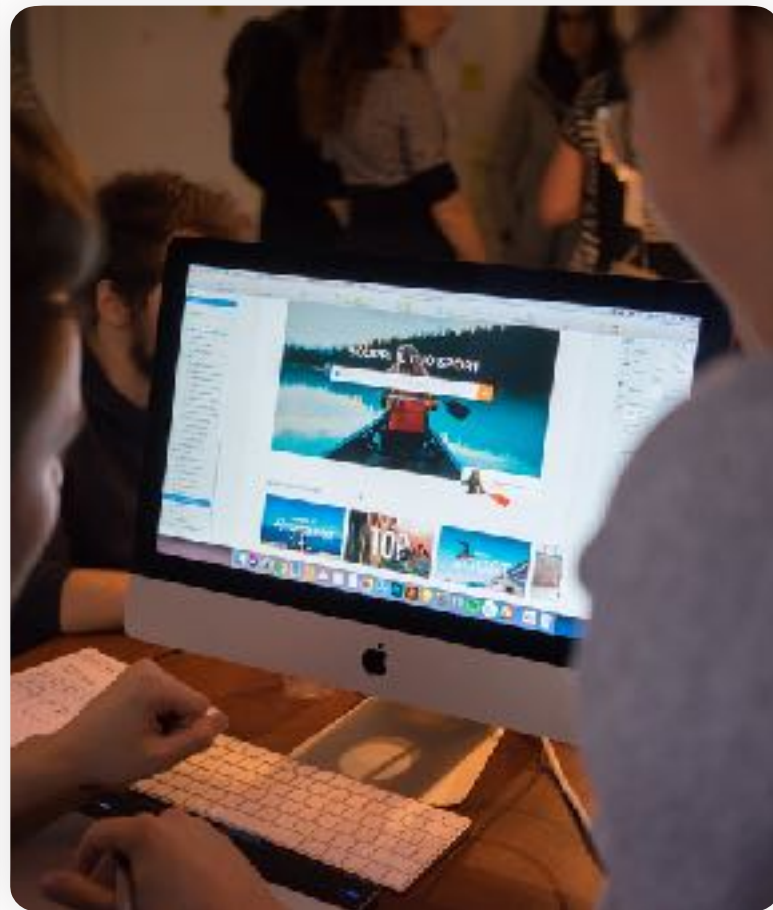




**Day3**



**Day4**

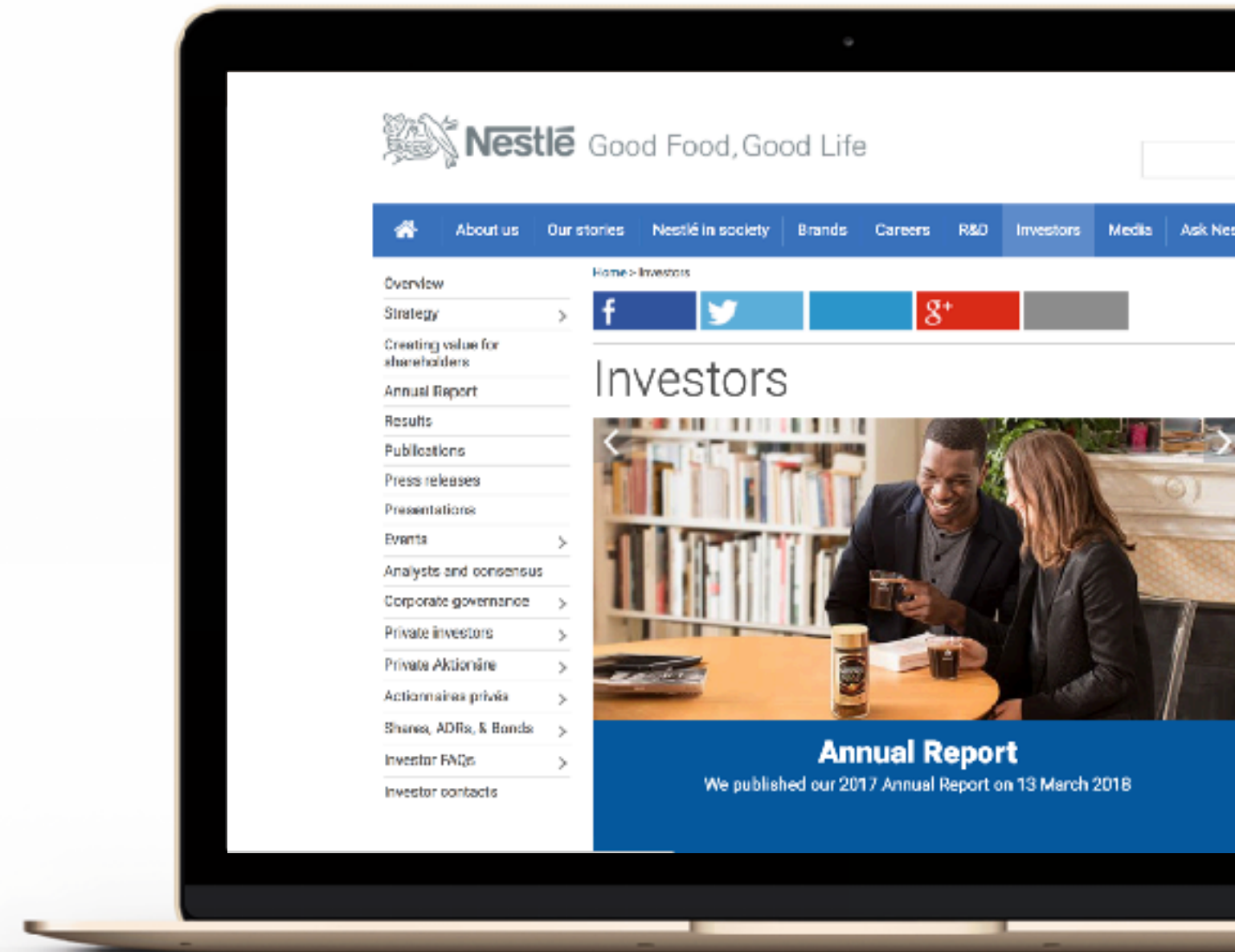




## THE OUTCOME

# High-fidelity interactive prototype

Tested by real users, and with clear insights on where to go next.





# measure



# Xp

EXPERIMENTATION



# Hy

HYPOTHESIS



**hotjar**



# Re

REGISTRATION

# Twitter Fourth Quarter Earnings Conference Call

Feb 8, 2018

5:00 AM PT / 8:00 AM ET

[← Homepage](#)

 [Listen to webcast](#)

[Financial information](#)

[Events & presentations](#)

[Investor resources](#)

[Stock information](#)

[Corporate governance](#)

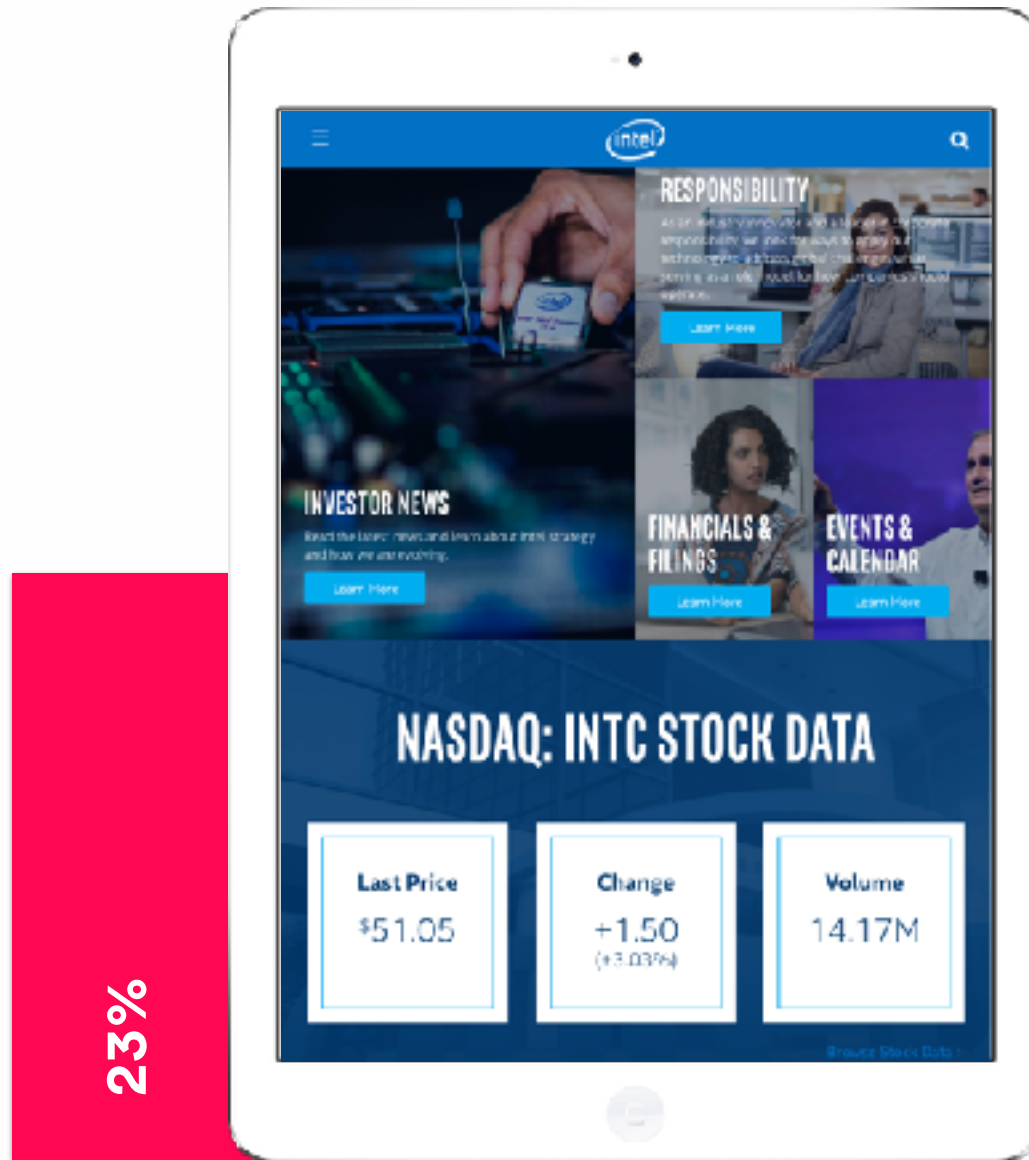
[Contact](#)



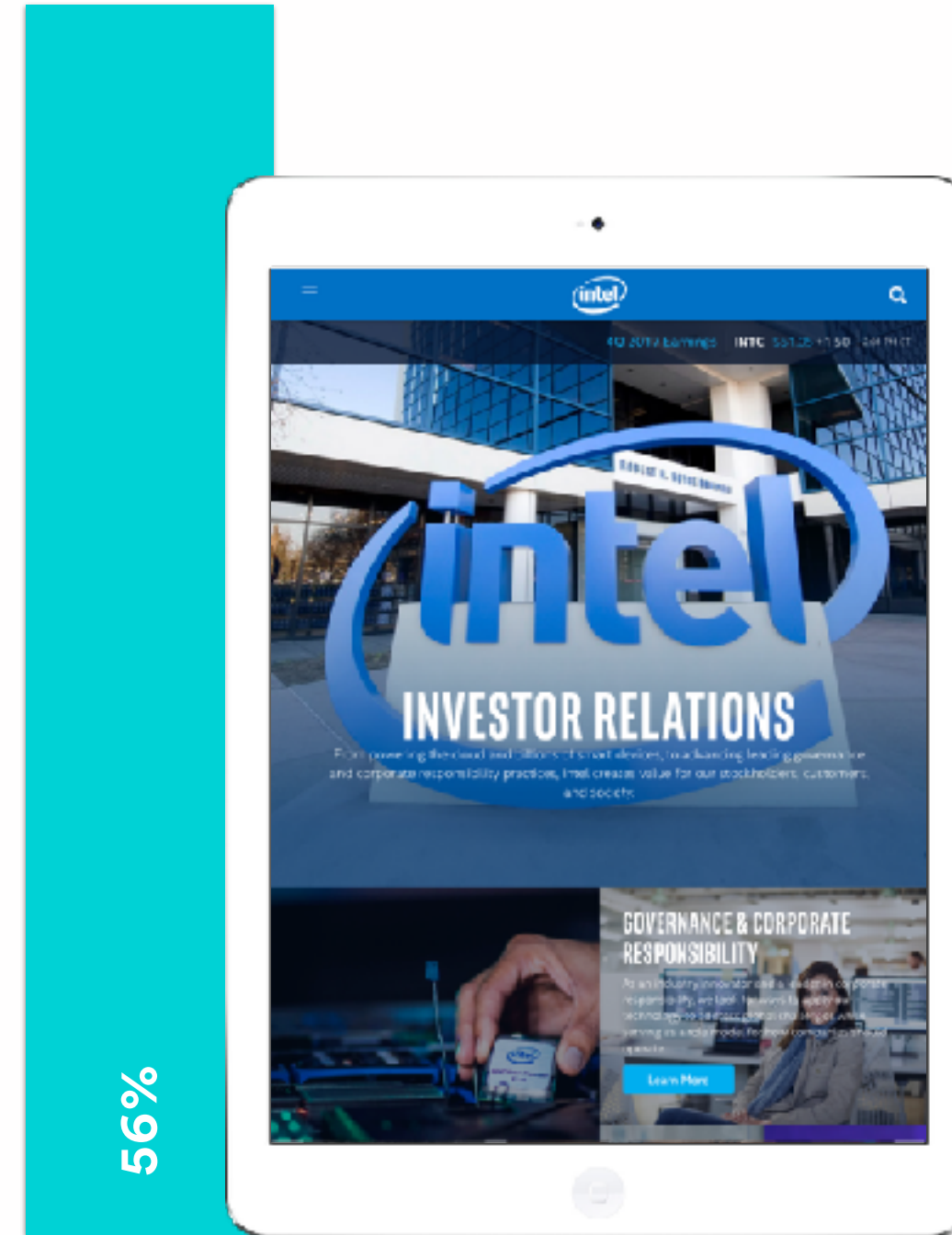


A**b**

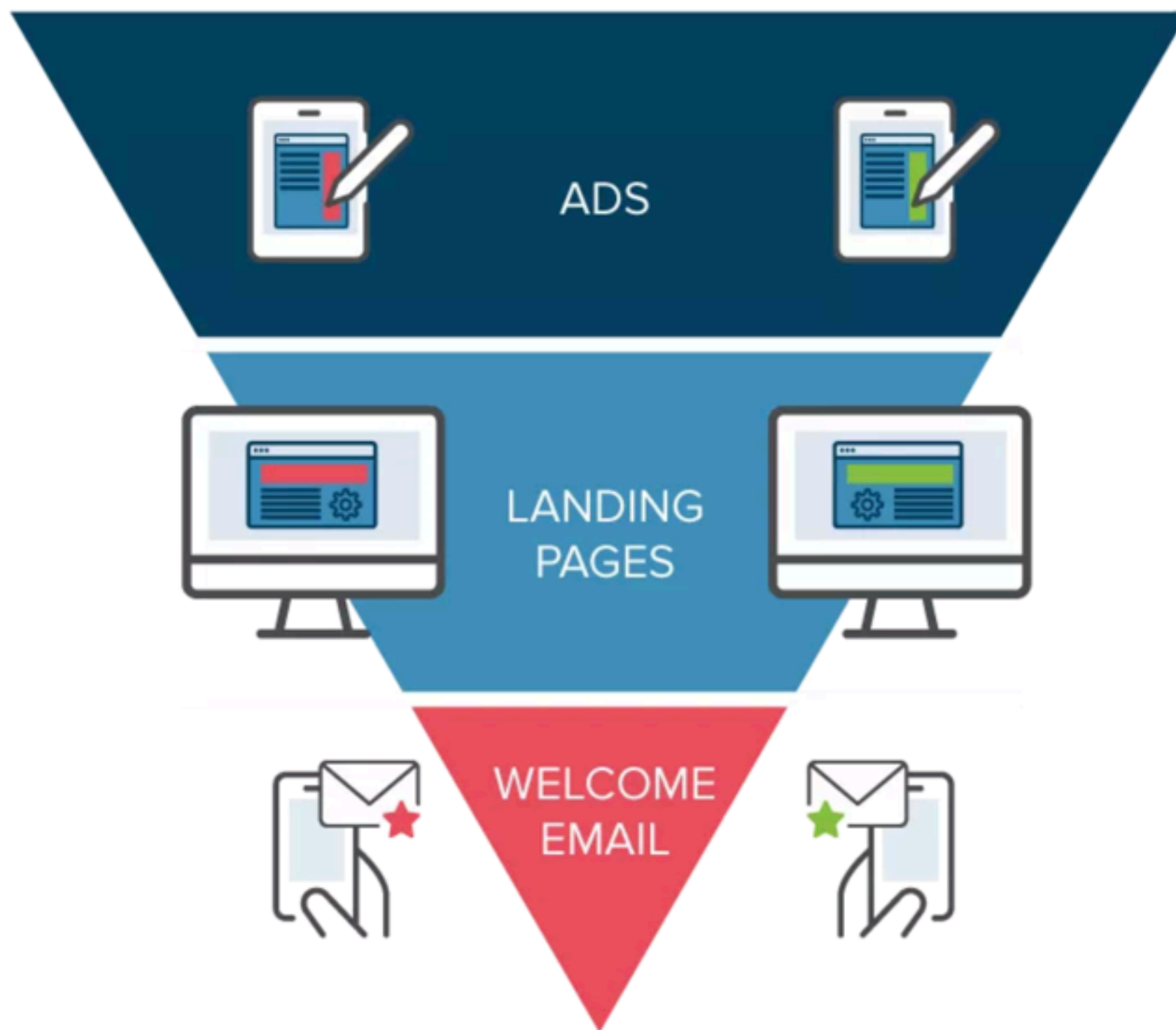
A/B TEST



Control



Variation





The Optimizely logo is centered on the left side of the image. It features a white '@' symbol with a stylized arrow passing through its center, followed by the word 'optimizely' in a white, lowercase, sans-serif font. The background is a solid dark teal color, with several large, abstract geometric shapes in shades of green, orange, and blue on the right side.

**@optimizely**

RESULTS

# Personalized content









RESULTS

Mailchimp

AB Testing

Help

What would you like to test?

Select the variable you want to test. We'll generate a campaign for each combination of the variable, up to 3 combinations.

Subject Lines

From Names

3

Content

-

+

Send Times

How would you like to test the combinations?

☐ Distribute the combinations across all recipients

☒ Test on a percentage of recipients to send a winner

40%

10%

90%

The remaining 60% of your recipients will be sent the winning combination.

What metric should determine the winner?

By Click Rate

after

4

hours

We recommend waiting at least 4 hours to gather all the results.

A/B split testing in MailChimp

Summary

3

Combinations

Max

Total recipients

Test segment

Combination size

We recommend at least 5,000 recipients per combination

Winning segment

Remaining recipients

< Back

Recipients >

Variables >

Setup >

Content >

Confirm

RESULTS


Mailchimp

Fall Shirts

Help

Content setup

Test different messages or templates within your campaign.




Fall Shirts Are Here

Edit Content

1 Column - Banded Template

Edited on Aug 07, 2015 09:48 am

"Testing the order in which the content appears: main alpha image (red), headline,"




Fall Shirts Are Here

Edit Content

1 Column - Banded Template

Edited on Aug 07, 2015 09:37 am

"Testing the order in which the content appears: main alpha image (blue), headline,"



Fall Shirts Are Here

Edit Content

1 Column - Banded Template

Edited on Aug 07, 2015 09:53 am

"Testing the order in which the content appears: main alpha image (yellow), headline,"

< Back

Recipients > Variables > Setup > Content > Confirm



RESULTS

Mailchimp

[Campaigns](#)[Templates](#)[Lists](#)[Reports](#)

Shirts for shirts dot com  
Shelby Green

The winning combination is scheduled to send on Aug 07, 2015 05:46 pm  
[Convert to manual selection](#)

### Early Online Access List

15,000 Recipients

List: Early Online Access

Tested on: 40% of 37,500 subscribers

Variates tested: Content

Subject: Fall Shirts Are Here

Subscribers per combination: 5,000

Delivered: August 6, 2015, 3:00pm

Winning metric: Open rate

[View Emails](#) - [Download](#) - [Print](#) - [Share](#)

Overall open rate

42.7%

AB split testing in MailChimp

List average

45.3%

Industry average (Ecommerce)

27.1%

Overall click rate

List average

Industry average (Ecommerce)

### Winning combination

\* [LNAME] \*, Fall Shirts Are Here

Sent Aug 06, 2015, 3:00 pm from Shelby (freddie@freddiesjokes.com)

Testing the order in which the content appears: male alpha image (blue)\*

5,000 Sends

45.7% Open rate

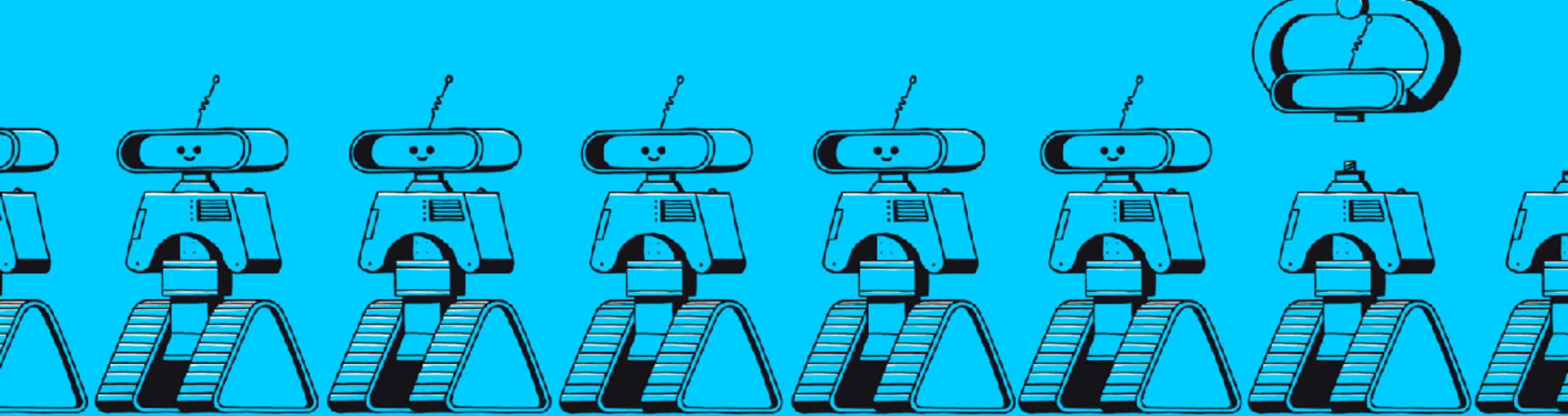
22.8% Click rate

[View](#)

### Combination results

Content description	Sends	Open rate	Click rate
---------------------	-------	-----------	------------

future



FUTURE

# Lack of diversity affects business





## Inclusive Design at Microsoft

It's in our mission statement: empower every person on the planet to achieve more. Designing for Inclusion opens up our experiences and reflects how people adapt to the world around them.

## Our inclusive design principles

### Recognize exclusion

Exclusion happens when we solve problems using our own biases. As Microsoft designers, we seek out those exclusions, and use them as opportunities to create new ideas and inclusive designs.

### Learn from diversity

Human beings are the real experts in adapting to diversity. Inclusive design puts people in the center from the very start of the process, and those fresh, diverse perspectives are the key to true insight.

### Solve for one, extend to many

Everyone has abilities, and limits to those abilities. Designing for people with permanent disabilities actually results in designs that benefit people universally. Constraints are a beautiful thing.

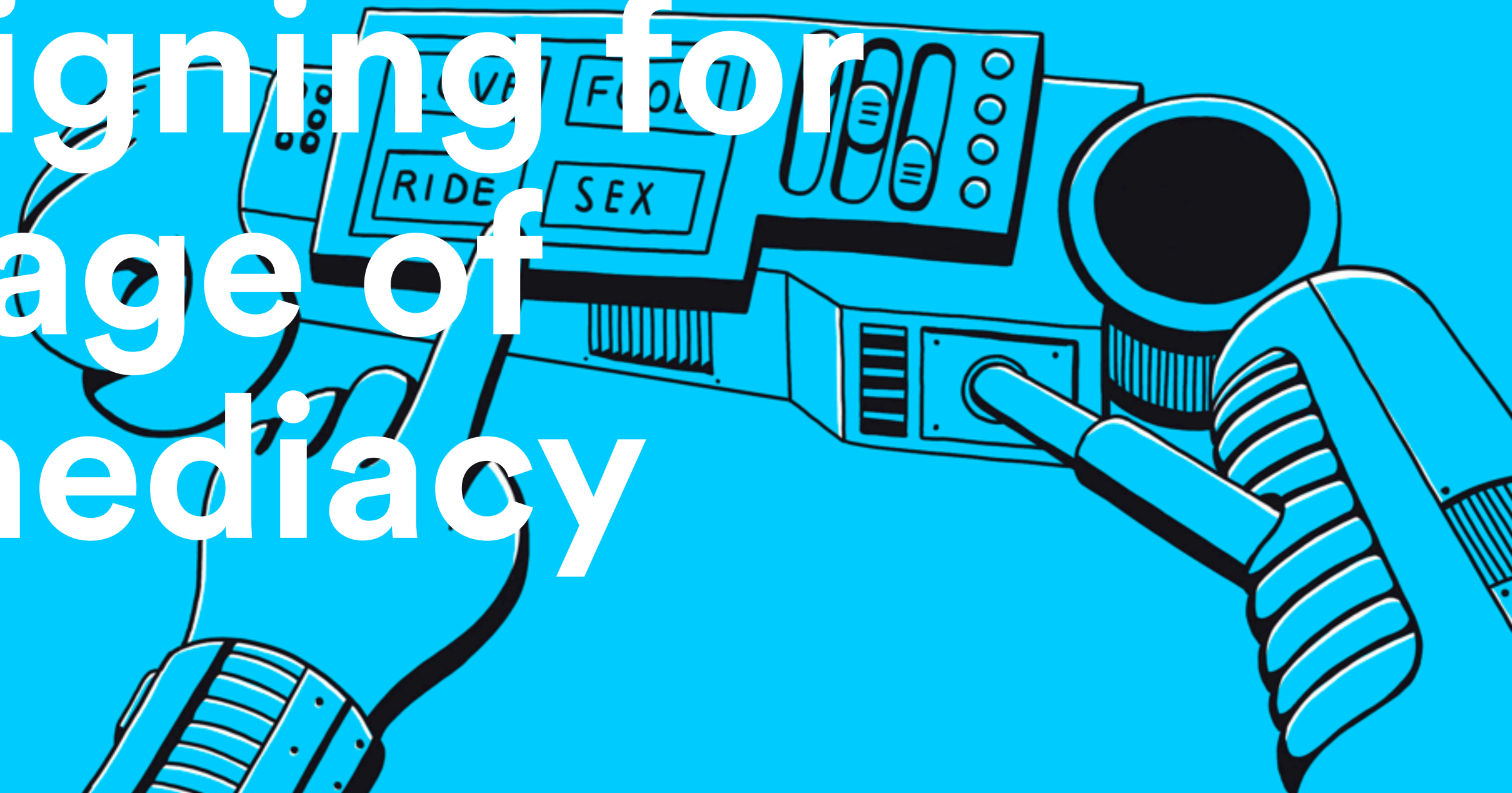
# We are all dreamers.

Stories and portraits of young Americans who are recipients of Deferred Action for Childhood Arrivals (DACA), a program that temporarily shields them from deportation and allows them to study and work legally. The Trump administration announced that they would end DACA and these immigrants fear exile from the only country they've ever called home. These are their Dreamer Stories.



FUTURE

# Designing for the age of immediacy





FUTURE

# Building Conversational Interfaces



Meet BankBot,  
your new bank teller,  
financial advisor and  
personal assistant.

FUTURE

# Chatbot





# Technology Imitates Art

## The rise of the conversational interface

Written by Paul Campillo - Designed by Iker Fernández & Savken Arriburnu - Developed by Japsar Bernardino

17 MIN READ ▼





FUTURE

# Every interface Is a story



briefly

# Take Aways

- Engage investors with a story
- Exceptional design
- Mobile is not an option
- Think about the future



ABITI E GIACCHE

OUTERWEAR

Giubbotti

Giacche in pelle

Cappotti

Caban

CAMICIE

DENIM

PANTALONI

MAGLIERIA

T-SHIRT



Cappotto in  
lana-alpaca-mohair-seta



Cappotto in  
Lana-Alpaca

# Contacts

**federica.pecoraro@fightbean.it**

**hello@fightbean.it**

**fightbean.it**

**facebook/fightbean**

**twitter/fightbean**



Q & A