

CECP's 2017 Board of Boards Strategic Investor Initiative Forum



[CECP's Strategic Investor Initiative \(SII\)](#) is holding its inaugural **CEO/Investor Forum** on February 27th, 2017, in NYC from 12:00 – 5:30. This invitation-only event, co-hosted with [ICR](#), is limited to CEOs of Fortune 500 companies and a limited number of long-term-orientated, institutional investors and pension funds representing c.\$15 Trillion in assets under management. The event is intended to redirect the traditional investor presentation focus from short term events to a conversation that underscores and supports a corporate framework capable of generating long-term earnings per share growth.

Background

Frustration with today's over-emphasis on the short-term has been expressed by the CEOs of the world's three largest asset managers in letters written to shareholders, as well as by data* showing 86% of CEOs believe they are too short-term oriented. To address potential solutions to short-termism, the SII consulted financial firms representing over \$24 Trillion of assets under management and corporations with market capitalization of over \$3 Trillion, during a six-month, nationwide listening tour. The CEO/Investor Forum has been designed to address the findings from this listening tour and an accompanying investor survey.

CEO/Investor Forum – Key Features

- Preceded by [Board of Boards](#), with [c.50 CEOs present](#), and featured speakers Bill McNabb, CEO, Vanguard and Michael Corbat, CEO, Citigroup
- Each CEO/Investor discussion is 40 minutes – 30 minute CEO presentation, 10 minutes general Q&A
- CEOs identify key stakeholders and risks relating to how long-term value creation/preservation affects these groups
- CEOs share their long-term plans and the short-term building blocks required for these plans
- CEOs will have the opportunity for additional 1-on-1 discussions with long-term investors

If your CEO is interested in presenting their long-term plans to the world's largest investors, please see next steps below:

1. CECP will arrange a call with your CEO and/or senior executives to share further session details	Nov – Dec
2. CECP will provide case studies/templates and presentation development support	Nov – Jan
3. CECP will assist in media outreach and financial disclosure considerations	Dec – Jan
4. CECP will arrange a final planning meeting with your CEO and/or executive leadership team	Jan – Feb

About the SII

Leveraging CECP's network of 200+ companies representing over \$7 Trillion in annual revenues, the SII seeks to address constraints that inhibit corporations and investors from building resilient businesses and from creating sustained long-term value. The SII is a collaborative forum that seeks to fundamentally change the conversation between CEOs, Boards of Directors, and investors from short term profits to sustained long-term corporate performance. The SII will provide tools and resources designed to introduce and support market behaviors that ultimately deliver sustained long-term value for all stakeholders. The SII will do this through a series of strategic investor forums, an annual conference, and on-demand advisory services available to CEOs and institutional investors seeking to share long-term plans and commitments. The SII's Center for Strategic Investment will act as a clearinghouse for research, frameworks, tools, and initiatives focused on long-term value creation.

* [CECP Board of Boards, 2016](#)

CECP'S BOARD OF BOARDS IS AN EVENT FOR CEOs IN A COALITION THAT REPRESENTS:

150 CEOs | \$7 TRILLION IN ANNUAL REVENUE | C.\$15 TRILLION IN LONG-TERM ASSETS UNDER MANAGEMENT