

NewLink Genetics Educates and Updates Analysts & Investors



CHALLENGE

- Educate the investment community on NLNK's immuno-oncology platform and clinical trial programs
- Use an Investor Day to provide institutional investors and analysts a reason to invest, build and maintain relationships with analysts and provide a corporate update

LHS SOLUTION

- Established criteria for the target audience
- Implemented outreach and invite tracking system to ensure attendance
- Developed the right strategic messaging and content
- Prepared speakers for on-point delivery including rehearsals and Q&A
- Message trained KOLs and management
- Developed extensive slide presentation with chapters

RESULTS

- Delivery of a compelling and comprehensive overview of NLNK's strategy and expectations to a standing-room crowd of 50+ attendees
- Established new relationships with targeted analysts and investors
- Received positive analyst coverage and upgrades



Agenda & Materials



Slide decks

Directing Outreach & Attendance