

# Defining Markets 2020-21 Webinar Series

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Formerly known as the Defining Markets Conference, the University of Wisconsin-Milwaukee Lubar School of Business is now offering a new professional series of webinars focused on major topics shaping the economy, business, and financial markets. Our target audience includes professional and individual investors in the Wisconsin/Illinois marketplace and will also be test-marketed in select cities across the country. Webinars will be recorded and available to investors and business professionals across the nation through social media and the Lubar School of Business website. CFA CE Credits and CFP and WI Insurance credits will be available to attendees. To draw as large an audience as possible, there will be no charge to webinar attendees.

The series will include four webinars annually, each with either one (1) presenting sponsor or two (2) supporting sponsors who underwrite the program.

## **ESG and EVA: Making the World Better While Generating Solid Returns**

*Wednesday, October 7, 2020, 12:00-1:00 pm CST*

Presenters:

- Anthony Campagna, Global Director of Fundamental Research, Institutional Shareholder Services
- Patricia Dörig, ESG Analyst, Institutional Shareholder Services

## **Alternative Investments**

*Wednesday, December 9, 2020, 12:00-1:15 pm CST*

Presenters:

- Michael Rogers, Principal (retired), or Pete Witte, Associate Director, US Private Equity, Ernst & Young
- TBD

## **Investment Strategy**

*Wednesday, February 17, 2021, 12:00-1:15 pm CST*

Presenters:

- Brian Jacobsen, Senior Strategist, Wells Fargo
- Francois Trahan, Head of US Equity Strategy, UBS

## **State of the Economy: Discussion with Wisconsin Business Executives**

*Wednesday, April 14, 2021, 12:00-1:15 pm CST*

Presenters:

- TBD, Industrial CFO or CEO
- TBD, Additional Sector CFO or CEO

Sponsorships will fund this series and provide scholarships, experiential learning opportunities, and other program resources for students in the Investment Management Certificate Program at UWM’s Lubar School of Business.

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**For more information about sponsorship opportunities please contact Debbie Roy, [royd@uwm.edu](mailto:royd@uwm.edu)**