



We have posted the [video archive](#) for our recent webcast - "How to Prepare Now for Shareholder Activism" – during which you can learn how to gear up for shareholder activism before it happens – and what to do when it does. You also can learn a bevy of practical tips and come away from the program with the knowledge needed to nimbly move forward in a rapidly, shifting environment.

The panelists included **Jason Day**, **Andrew Bor**, **Ned Prusse** and **Broc Romanek** from Perkins Coie – and two deal specialists: Joele Frank's **Kelly Sullivan** and Innisfree's **Gabby Wolf**. We covered:

- How to track and be ready for activists.
- What to do when an activist initially shows up or reaches out.
- How to handle an actual activist campaign.

- How management's level of engagement with an activist matters (or doesn't) during an activist campaign.
- Specific actions to undertake to handle universal proxy going forward.

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