

**“Lunch & Learn” series**

## **GEO for Share Reputation**

*How AI Interprets Your Equity Story — and How to Take Back Control*

**30 June 2026 – from 12:30 PM to 1:15 PM CEST**

*This is a teaser session for our in-depth course in Autumn 2026*

### **12.20 Registration**

### **12.30 Participants and topic introduction**

### **12.40 Session agenda**

- Live Demo — What Does AI Say About You?
- The Paradigm Shift: From Reporting to Answering Machines
- AI Agents — The New Actor in Financial Communications
- Interactive audience polls designed to benchmark your organisation’s progress
- Resilient Signalling — A First Look at the Diagnostic
- Three Levers IR Teams Can Actually Pull

### **1.10 Q&A**

### **1.15 Close and remarks: Outlook & Invitation**

**Academy Expert: Martin Regnet** - *Senior expert and strategist for digital corporate and financial communications*

For more information contact **Academy** at [academy@euronext.com](mailto:academy@euronext.com)  
The Academy ‘Lunch & Learn’ is a free-of-charge event, for registrations click [here](#)