



## **IR Communication Materials Scoring Program** **International Best Practices for IR Communication Materials**

*Helping companies effectively use IR Communication Materials to communicate their investment case*

Investors today choose between a huge universe of companies from markets across the globe. To get their investment as loyal shareholders, you must give them reasons to invest that go beyond the daily movements of the stock market. You need to make it easy for them to know your investment case: the story of your company and your strengths and strategies for success in the future. Your primary ways of getting their attention and securing their loyalty are through your four most important IR communications.

### **IR Communication Materials**

#### **The investor relations website**

The first place investors go when they want to know your latest news, research your background or access other material.

#### **The annual report**

Where new investors can really get to understand your company's background and future, and where current investors find reassurance that their investment will pay off in the long run. The annual report is your big chance to tell the story from the company's point of view.

#### **Investor relations presentations**

The best way to interact with your stakeholders and learn more about how they perceive your company and its performance.

#### **Investor relations press releases**

Your primary vehicle for keeping shareholders up to date and firmly behind your management by telling your company's side of news and events in your company.

IR communication materials such as the **website**, **company reports**, **presentations** and **press releases** are the main communication vehicles used by companies to show their investment case. The IR Communication Materials Scoring Program is designed to assist companies in maximizing their Investor Relations efforts via their IR communication materials.

### **About the IR Communication Materials Scoring Program**

Participants who sign up for this event, will have their IR communication materials scored in advance by Eight Iris Communications. The scores will only be made available to the respective participants and will help in pointing out exactly where and how immediate improvement can be achieved. The accompanying presentation gives concrete ideas on how to improve on each weakness and leverage each strength.

#### **Workshop details**

**Date:**  
27 October 2009  
**Time:**  
9am to 1pm

**Venue:**  
Bursa Malaysia Berhad  
Theatrette,  
Lower Ground Floor,  
Exchange Square  
Bukit Kewangan  
50200 Kuala Lumpur

**For Workshop Details and  
Program Syllabus,**  
please visit:

<http://www.8iris.com/scoring>

co-organized by



**investor communications**

Eight Iris Communications is a specialist investor relations firm which helps public listed companies in achieving transparent, sound and effective investor communications. Eight Iris also conducts the MIRA CIR revision courses.

[www.8iris.com](http://www.8iris.com)

## Bridging Investments Through Investor Relations

This information can be used to make immediate improvements to your IR communication materials and increase their appeal to your current and potential investors.

The IR communications material scoring program helps companies recognize weaknesses and pinpoint areas for immediate improvement, helping them earn and maintain investor confidence with the capital markets. This scoring program has been developed using extensive research and material from leading companies and investors, and supported by input from fund managers, research analysts and legal experts.

Each company's key IR communication materials will receive scorecards, which will allow companies to immediately identify areas for improvement ranging from corporate governance practices to IR websites. This will be a great opportunity for companies to benchmark their IR efforts vis-à-vis peers and industry leaders. The IR Communication Materials Scoring Program is free to MIRA members (normal price RM10,000) as part of the MIRA/Eight Iris partnership.

### Registration Information

To register or for more information, please contact:

#### Ms. Azlina Md. Uthong

✉ azlina\_mduthong@bursamalaysia.com  
☎ 03-20347677

### Course Benefits

Participants of this course will be able to

- Learn what investors expect from IR communication materials
- Learn how to communicate the benefits of investing in their company
- Receive a score for the different elements of their four key IR communication materials
- Gain valuable insights to best practices for IR communication materials
- Benchmark company IR communication materials against industry standards
- Identify areas for immediate and effective improvement

### Who should attend?

This workshop will be invaluable to CEOs, CFOs, IR managers, PR and Communications executives who are involved in the preparation of the Investor Relations communication material such as the annual report, financial presentations, Investor Relations website and press releases.

### Event Facilitators

Erik Wallace, CIR. *Senior IR Analyst.*  
Vinod Edamana. *IR Researcher & Analyst.*

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### Course Program

8:30am – 9:00am	Registration
9:00am – 9:15am	Introduction
9:15am – 10:15am	Best Practices in Investor Relations Websites
10:15am – 10:45am	Best Practices in Annual Reports (Part 1)
10:45am – 11:00am	Coffee Break
11:00am – 11:30pm	Best Practices in Annual Reports (Part 2)
11:30am – 12:00pm	Best Practices in Financial Presentations
12:00pm – 12:30pm	Best Practices in Press Releases
12:30pm – 12:45pm	Q & A Session
12:45pm – 1:00pm	Scoring Evaluation Session

MIRA member: RM 150.00 (voucher)  
Non-MIRA member: RM 350.00  
(includes 1 coffee break & networking lunch)