

## Essential Workshop

# Investor Relations: *A practical approach*



Time: **9.00 a.m. - 12.30 p.m.**

Registration at **8.30 a.m.**  
(coffee break and lunch provided)

Dates & Venues: **(2007)**

**25 July, Kuala Lumpur (Bursa Malaysia)**

**14 August, Pulau Pinang (Equatorial Hotel)**

**17 September, Johor Bahru (Hyatt Regency)**

Subsidised by MIRA

Fees: **Only RM150** for MIRA Corporate Members  
(Maximum 2 persons)

Non-Corporate Members **RM350**

Space limited: 100 per venue

Following the launch of Bursa Malaysia's Manual "**Investor Relations Put Into Practice**", companies need to move quickly to define and implement their own Investor Relations policy and programmes.

This workshop will provide practical guidance to Public Listed Companies who want to get started in Investor Relations.

- ▶ **Practical understanding of Bursa's manual on IR**
- ▶ **Get an insight into what IR is all about**
- ▶ **Gain a better understanding of the benefits of an IR function**

## **Vital for...**

Chairmen ■ Managing Directors / CEOs ■ Executive Directors ■ CFOs ■ Corporate Affairs Managers ■ Company Secretaries ■ Analysts ■ Investor Relations Officers.

- ▶ **Learn how to get your IR programme up and running**
- ▶ **Get practical examples of how your peers are improving their board and shareholder relationships**



## **TOPICS TO BE DISCUSSED**

- ▶ Defining Investor Relations - a key component to Corporate Governance
- ▶ Skills & rewards of successful IR
- ▶ Fundamentals for success: What you should do & should not do
- ▶ Policy, the goals and measuring success
- ▶ Success stories of good IR
- ▶ Investors and intermediaries - insights into their needs
- ▶ Planning a targeted approach
- ▶ Communicating IR information & how it should be handled
- ▶ Building an effective IR programme: the tools and events
- ▶ Understanding your audience & obtaining feedback
- ▶ Handling the Media and the Financial Community
- ▶ Making effective presentations
- ▶ Issues for publicity shy and smaller companies

## **Highlight**

### **CASE STUDIES:**

Actual Investor / Analyst / Media Briefings



*Presenter* **David Berry**

David heads the Corporate Governance, Investor Relations and Financial Communications practice at Columbus Circle Governance. He has thirty years experience in financial services and five years in the commercial sector. He has worked in the UK, Malaysia, Kenya and Indonesia.

David has had top level appointments with some of the best known names in finance such as Standard Chartered Merchant Bank in London, Kuala Lumpur and Nairobi, Bankers Trust in London, International Marine Banking Corporation in London, and American Express Bank in Edinburgh. From 1998 to 2001, David was the Managing Director of Affin Fund Management Sdn Bhd. His commercial experience has been with Metal Box, the Renong Group and Cahya Mata Sarawak Berhad (CMS). He has also served as an independent Director

with several Malaysian public listed companies, and presently is an independent Director with PSC Industries Berhad. He is also a member of the Board of Governors of the Malaysian Institute of Corporate Governance.

David is able to blend his unique combination of skills in merchant banking, investment management and corporate affairs to provide practical and pragmatic governance and investor relations advice. He is well-versed in corporate governance issues across the region and advises clients on programmes for the attraction and retention of a loyal, long-term investor base. He also assists clients with issues management and the preparation of a wide range of financial communication materials, from press releases to Annual Reports.

### About MIRA

Established in 2007, MIRA is the professional association in Malaysia committed to developing and advancing the status and integrity of IR Professionals and the proficiency of its members. Its primary objective is to facilitate communication and foster closer relationships between PLCs and the investor community. MIRA also promotes views of PLCs on IR and Malaysian IR Professionals to the investment community, regulatory bodies and government.

### About Columbus Circle

Columbus Circle Governance Sdn Bhd is a professional firm offering services and advice in the areas of corporate governance, risk management and internal audit, investor relations, financial communications, strategy and issues management.



### **MALAYSIAN INVESTOR RELATIONS ASSOCIATION (MIRA)**

9th Floor Exchange Square, Bukit Kewangan 50200 Kuala Lumpur, Malaysia  
TEL: (603) 2034 7000; FAX: (603) 2732 0065; WEBSITE: [www.mira.com.my](http://www.mira.com.my)



### **COLUMBUS CIRCLE GOVERNANCE SDN BHD**

Level 16, KUB.com, Jalan Yap Kwan Seng, 50450 Kuala Lumpur, Malaysia  
TEL: (603) 2718 9688; FAX: (603) 2718 9788; WEBSITE: [www.cct-global.com](http://www.cct-global.com)

# Investor Relations: *A practical approach*

Please complete this form and fax back to: Columbus Circle @ +603 2718 9788

## Event Details

Fees: **RM150 for MIRA Corporate Members** (max. 2 persons)  
Non-Corporate members **RM350**

Time: **9.00 a.m. - 12.30 p.m.**

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14 August, Pulau Pinang (Equatorial Hotel)  
17 September, Johor Bahru (Hyatt Regency)

## Register Now

### Contact us at Columbus Circle

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F +603 2718 9788  
E [ir@cct-global.com](mailto:ir@cct-global.com)

Columbus Circle Governance Sdn Bhd  
16th Floor, KUB.com  
12, Jalan Yap Kwan Seng  
50450 Kuala Lumpur, Malaysia

## Payment Method

Payment is required upon registration.

Payment must be by cheque or bank draft,  
payable to: **Columbus Circle Governance Sdn Bhd**

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter confirming participating details 2 weeks prior to the event, please contact us.

## Terms & Conditions

1. Fees are inclusive of conference materials & refreshments.

2. **Payment Terms:** Following completion and return of the registration form, full payment is required.

**PLEASE NOTE:** Payment must be made prior to the event. A receipt will be issued on payment. Due to limited space, we advise early registration to avoid disappointment. A 10% cancellation fee will be charged under the terms outlined below. The Organisers reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in Ringgit Malaysia or US\$.

3. **Cancellation/Substitution:** Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Cancellations must be received in writing by mail, e-mail or fax, 14 days before the event date, in order to obtain full credits for any future conferences and workshops by the *The Organisers*. Thereafter, the full conference fee is payable and is non-refundable. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that *The Organisers* will not be able to mitigate their losses for any amount less than 10% of the total contract value. If, for any reason, *The Organisers* decide to cancel or postpone this workshop, *The Organisers* are not responsible for covering airfare, or other travel costs, nor any consequential loss, incurred by clients. The event fee will not be refunded, but can be credited to a future conference. Event programme content and venue are subject to change without notice.

4. **Copyright:** All intellectual property rights in all materials produced or distributed by *The Organisers* in connection with this event are expressly reserved and remain the property of CCG, and any unauthorised duplication, publication or distribution is strictly prohibited.

5. *The Organisers* are MIRA and CCG acting jointly or separately. They reserve the right to change any details or speakers of the event without prior notice.

## Please tick your choice below

- 25 July,**  
**Kuala Lumpur (Bursa Malaysia)**
- 14 August,**  
**Pulau Pinang (Equatorial Hotel)**
- 17 September,**  
**Johor Bahru (Hyatt Regency)**

## Are you a MIRA Member?

- YES** Membership No: \_\_\_\_\_  **NO**

## Registration Details

1. Name \_\_\_\_\_  
Position \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_
2. Name \_\_\_\_\_  
Position \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_
3. Name \_\_\_\_\_  
Position \_\_\_\_\_  
Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

## Authorisation

Signatory must be authorised to sign on behalf of the contracting organisation. Booking is invalid without a signature.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Postcode \_\_\_\_\_

Tel \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Nature of Business \_\_\_\_\_  
Company Size \_\_\_\_\_

Signature \_\_\_\_\_  
Date \_\_\_/\_\_\_/\_\_\_ (This booking is invalid without a signature).

**INDEMNITY:** Should, for any reason, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions, government requirement or industrial action, *The Organisers* shall endeavour to reschedule but the client hereby indemnifies and holds *The Organisers* harmless from and against any and all costs, damages and expenses, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.