



## Malaysian Investor Relations Association Berhad

(Company no. : 777008-W)

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### MIRA Insight

"Uncover practical steps to develop and implement an effective  
Investor Relations programme"

*Speaker : Mr. Poi Koon Hwee  
Executive Director of ZJ Advisory Sdn Bhd*

Date	: 18 <sup>th</sup> May 2011, Wednesday
Time	: 3.00pm to 4.30pm
Venue	: Theatrette, LG Floor, Bursa Malaysia Berhad, Exchange Square, Bukit Kewangan, 50200 Kuala Lumpur

# Topic Outlines

“Uncover practical steps to develop and implement an effective Investor Relations (IR) programme”

- ❖ A practical guide to develop and implement an effective IR programme - from defining IR goals to conceptualising an effective IR programme
- ❖ Understanding key areas of interest of investment community to effectively position your organisation
- ❖ Comparison of effective and less effective IR case studies
- ❖ Some useful tips and tools to maximize impact of your IR programme

# Speaker's Profile

## **MR. POI KOON HWEE**

**Executive Director, ZJ Advisory Sdn Bhd**

Poi is the Executive Director at ZJ Advisory Sdn Bhd, one of Malaysia's largest boutique investment advisory companies specialising in the areas of Corporate Finance, Research and Investor Relations. He leads the Research & Investor Relations team at ZJ Advisory which has specially-tailored Investor Relations programmes for more than 30 public listed companies in a diverse range of sectors namely property, construction, manufacturing, technology and others. He is also in charge of ZJ Advisory's branch office in Shanghai, China.

Poi holds a law degree from University of London (External) and a MBA from Charles Sturt University, Australia and has been with ZJ Advisory since its inception in 2004. His last position prior to joining ZJ Advisory was with Nomura Advisory Services (M) Sdn Bhd.

# Registration Form

(18 May 2011)

	Name of participant	MIRA membership no.
1		
2		
3		
4		

Name of company : .....

Address : .....

.....

Tel. no. : ..... Fax no. : ..... Email : .....

Contact person : ..... Tel no. : .....

(Kindly make copies if more forms are needed)

**Fee :**

MIRA Member	Non-MIRA Member
2 complimentary seats per company	RM100.00 per participant

(inclusive of refreshments)

**Cancellation :** There is no refund for cancellation or non-attendance but substitutes from the same company are allowed. Admittance will not be permitted unless payment is received.

**Reservation :** The organiser reserves the right to make changes to the venue, date, speaker, fee and cancellation of the event if warranted by circumstances beyond the organiser's control.

**Registration & enquiries :** **Malaysian Investor Relations Association (MIRA)**

Contact Persons :

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**Closing date :** **14 May 2011**

**Payment** Enclosed is cheque/bank draft/MIRA voucher no. .... for the sum of RM..... made payable to "Malaysian Investor Relations Association".

***Registration is on first-come-first-serve basis. All registrations must be accompanied with the full payment. Registration made by fax must be followed immediately by payment.***