

Investor Relations: The recovery process

What it takes to be the first out of the gate



INVESTOR RELATIONS SEMINAR

DATE

18 FEBRUARY 2009

TIME

2PM—5PM

VENUE

CONFERENCE ROOM # 1
GROUND FLOOR
BURSA

PROGRAMME

- 1.30PM - 2.00PM: GUEST REGISTRATION
- 2.00PM - 2.10PM: WELCOME BY EDDIE RAZAK, CEO MIRA
- 2.10PM - 3.30PM: "EFFECTIVE WAYS TO COMMUNICATE WITH STAKEHOLDERS THROUGH THE MEDIA", RICHARD TSANG, CHAIRMAN, SPRG
- 3.30PM - 3.45PM: REFRESHMENTS
- 3.45PM - 5.00PM: "IMPLEMENTING EFFECTIVE IR", RICHARD TSANG, CHAIRMAN, SPRG

NB: Each session will include a mix of presentations, discussion of tools and strategies, real-life scenarios and hands-on case studies

FEE:

Corporation /Associate members: **RM150 per head /**
> 1 attendee **RM100**

IRIP members: **RM100.00**
Non members : **RM400.00**

WHO SHOULD ATTEND:
CEOs, CFOs, DIRECTORS, IR MANAGERS, CORPORATE COMMUNICATIONS MANAGERS

ARE YOU ACTIVELY PREPARING BEYOND MANAGING THE CRISIS?

What can companies do to plan for recovery after the financial crisis? How do they position themselves, assess or refocus their strategies? In the current financial turmoil, most companies are reeling from the effects of the economic downturn. Maintaining investors' confidence and ultimately, emerging stronger will be key priorities. **However, few companies are actively preparing beyond managing the crisis.**

Effective Investor Relations (IR) can play a key role in the recovery process. In this seminar, Mr. Richard Tsang, founder, chairman and managing director of the largest Asian independent PR network, the **Strategic Public Relations Group (SPRG)**, will share his expertise on how companies can thrive in difficult times, and the various issues that could affect relations between companies and their stakeholders during a crisis.

Tsang has personally advised more than 200 IPOs and 250 listed companies, and is a well known speaker and active member of institutes and associations in Hong Kong and China. **SPRG**, which he set up in 1995, is an award winning PR consultancy with nine offices, 240 professionals and over 200 retainer clients in the Asia Pacific region.

This seminar is an excellent opportunity for you to gain insight into the challenges of investor relations in a downturn and to see how companies can strive to be the first **"out of the gate"** when the economy rebounds. In particular, Tsang will share case studies of companies that have emerged on a better footing with an effective IR programme.



FOR FURTHER DETAILS:

AZLINA +603-2034 7677 azlina_mduthong@bursamalaysia.com
WAN NORITA +603-2034 7197 wannorita@bursamalaysia.com
For more information on SPRG: www.sprg.com.hk