

# *i*investor Relations

## MIRA Professional Development Program

### Vital IR :

shaping and delivering a powerful corporate message to enhance shareholder value.



*"Public company executives must know it's not how they speak it is what they say that matters most"*

Research shows that what companies communicate - the core messages - are more important than how companies communicate them. Many executives struggle to define a cogent message. They don't know what is important and what is not important. Executives must know how to develop meaningful core messages and how to deliver them effectively and efficiently. This workshop includes case studies and small group exercises so that participants gain a solid grounding in message development and delivery and can immediately implement the knowledge for the benefit of their company.

### Who should participate?

Chief Financial Officers, IR Managers and company executives involved in corporate communication will gain the most from this workshop.

Date :  25 March 2008, Tuesday  
 26 March 2008, Wednesday

Time : 2:00 - 5:30 PM.

Venue : Conference Room, Ground Floor,  
Bursa Malaysia Berhad,  
Exchange Square, Bukit Kewangan

Investment:

- RM 110  
for MIRA Corporate members
- RM 400  
for Non MIRA members
- Free  
for Churchill Pryce Investor Relation Management System members, IRIP Participants, and MIRA 2nd year membership payment in advance

### Topics covered in this IR workshop include :

- How to manage message development
- How to effectively articulate a strong message
- Effective methods for message delivery
- Do's and don'ts when developing and delivering your message

*Workshop participants should bring copies of recent presentations, press releases, their latest annual report and a printout of their IR website home pages.*



### Workshop facilitators from Churchill Pryce IR :

Peter Schiefelbein (Chairman)  
Rami Piirainen (Vice President of IR Research)  
Patrawan Manutsathit (Senior IR Analyst)  
Erik Wallace (Senior IR Analyst)  
Varitha Thuannavarat (IR Analyst)

Co-organized by:

