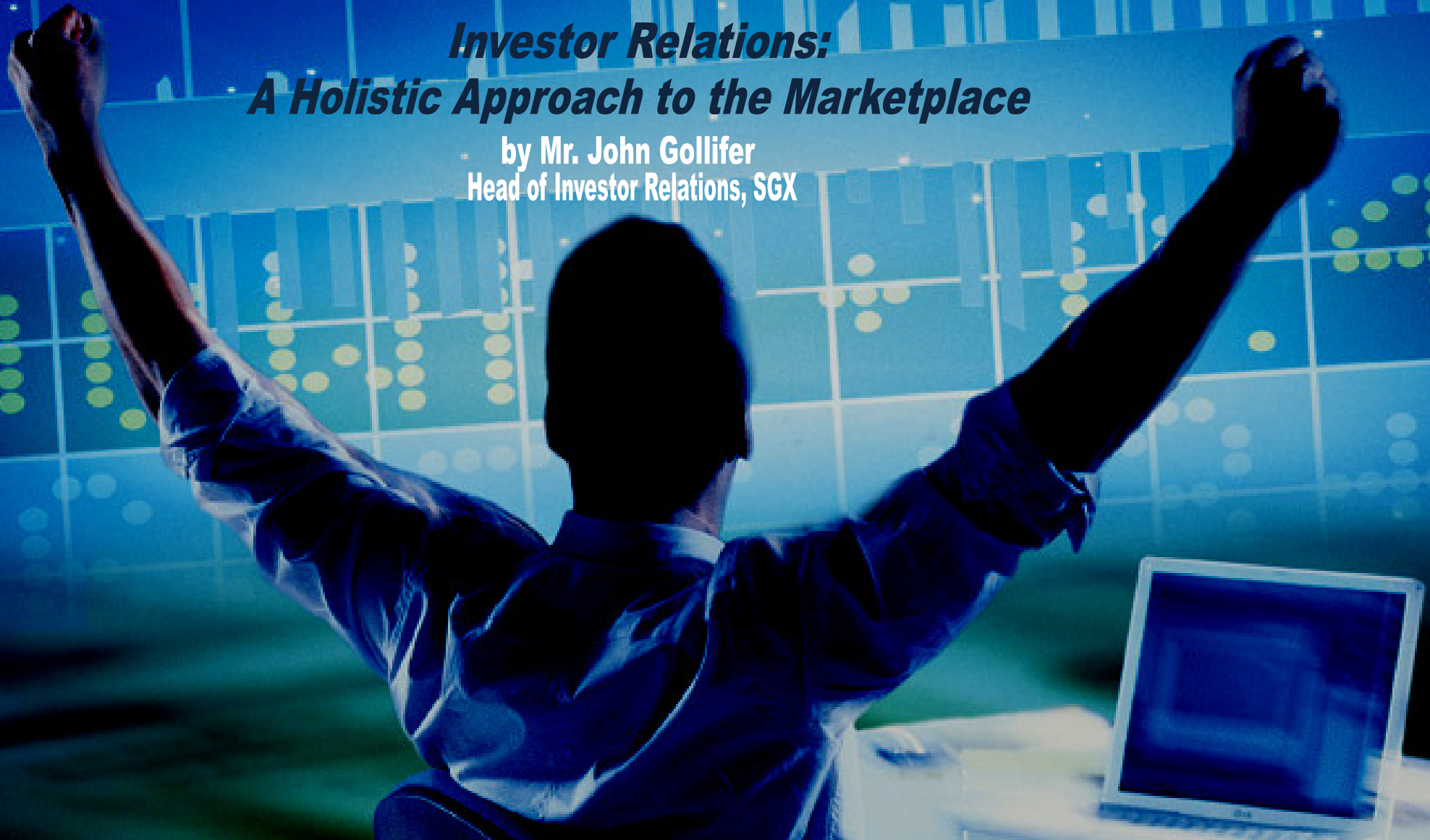


***SO YOU THINK YOU CAN***

***IR***

***Investor Relations:  
A Holistic Approach to the Marketplace***

**by Mr. John Gollifer  
Head of Investor Relations, SGX**



# Investor Relations: A Holistic Approach to the Marketplace

**Wednesday, 28 April 2010**

**9.00am – 5.00pm**

**Topics:**

1. *IR: A Holistic Approach*
2. *IR: Rationalisation*
3. *The Investment Community*
4. *Other Stakeholders*
5. *Regulatory Environment*
6. *Corporate Governance*
7. *Corporate Social Responsibility*
8. *IR Objectives*
9. *Case Study: IR at SGX*
10. *IR Tools*
11. *Measuring Results*

**Course Outline**

9.00am - Registration

*IR: A Holistic Approach*  
*IR: Rationalisation*  
*The Investment Community*  
*Other Stakeholders*

**Coffee Break**

*Regulatory Environment*  
*Corporate Governance*  
*Corporate Social Responsibility*

**Lunch Break**

*IR Objectives*  
*Case Study: IR at SGX*

**Coffee Break**

*IR Tools*  
*Measuring Results*

**WRAP UP**

# Investor Relations: A Holistic Approach to the Marketplace

## **TRAINER PROFILE**

John Gollifer joined SGX in 2001 and heads up Investor Relations.

John's career spans over 20 years in Asian capital markets. Before SGX, he spent 15 years as an investment banker, most recently as Director of Equity Capital Markets at BNP Paribas. Prior to that, John spent his formative years at Barclays Bank and ABN AMRO Rothschild. He holds a BA Honours degree from Loughborough University, UK and an MBA from Henley Business School, Reading University, UK.



## **REGISTRATION FEES**

Workshop Fee: RM450

MIRA member: RM300 (Voucher)

CIR UK holder: RM100 off

## **TO REGISTER**

**Online :** [www.mira.com.my/events.html](http://www.mira.com.my/events.html)

**Phone:** 03-20347677/7415 (Ms. Azlina or Zulaika)

**Email:** [azlina\\_mduthong@bursamalaysia.com](mailto:azlina_mduthong@bursamalaysia.com)

**Fax No:** 03-27320771

## **YOUR REGISTRATION FEES INCLUDE**

Refreshment breaks, lunch, presentation and workshop materials.

# Investor Relations: A Holistic Approach to the Marketplace

## **CANCELLATION POLICY**

A cancellation fee of RM150 applies for all cancellations received after 26 April 2010. No refunds will be issued for any cancellations received within 24 hours of program start. Substitutions from the same company are accepted with fee adjustment, if appropriate. Sharing of registrations is not permitted.

## **PAYMENT INFORMATION**

**Cheque to be made payable to :** *MALAYSIAN INVESTOR RELATIONS ASSOCIATION*

**Cheque to be sent to:**

Malaysian Investor Relations Association

C/O Bursa Malaysia Berhad

9<sup>th</sup> Floor, Jalan Bukit Kewangan, Exchange Square

50200 Kuala Lumpur

**Participants Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_ **Contact No:** \_\_\_\_\_

**Email Add:** \_\_\_\_\_