

THE IR FUNCTION : COMMUNICATING WITH THE C-SUITES

1 March 2017(Wednesday), The Theatre, Bursa Malaysia Berhad, Kuala Lumpur | 9:00 am - 1:00pm



In this environment, investor relations departments must continually serve the interests of their organizations as well as shareholders. But what does it take to have a truly effective IR team and how can IR provide value to CFO's, C-Suites and management.

Areas which are critical to the success of the IR function addressing value gaps, communicating strategic changes, disclosing bad news and dealing with activist shareholders.

C suites are defined as the most important people in an organizations. They are mainly the decision makers who are occupying strategic positions in a company. The IR personnel has to work closely with the C Suites to ensure that the information flow does not get clogged unnecessarily.

C Suites need to be aware of the market perception of their company and the IR personnel has a pivotal function in ensuring that this perception is always conveyed back to the C Suites. This will enable the C suites to make the necessary changes to the navigation of the company. This feedback will enable them to make better and more informed decisions in managing the company and to manage the perception of the marketplace.

Analyst interactions a source of important feedback for the C suites. When the IR personnel arranges for analyst briefings, there should be ample opportunity for interaction between the IR personnel and the analyst who tracks the company. The IR personnel needs to be cognizant of the concerns of the analyst regarding the company and this will provide the information that needs to be related back to the C suites by the IR personnel.

The IR personnel has to be aware that the CEO and CFO of a company are extremely busy people and he has to plan the contact time with them accordingly.

Previously, the IR personnel could get by using his communication skills to get the job done. However, due to the complexities of the function, the IR personnel needs to be equipped with communications and financial skills.

The numerical skills of the IR personnel will assist in understanding the basis of an analyst's conclusion about the company. He will be able to advise the C suites accordingly on the perception other stakeholders have about the company.

OBJECTIVES

At the end of this course, participants will be able to:

- Working with C-suites to enhance shareholder value perception
- Addressing value gaps
- Communicating strategic changes

WHO SHOULD ATTEND

Company Directors, Compliance Officers, Investor Relations Personnel, Corporate Communications Personnel, Accountants, Financial Officers

THE SPEAKER



RANJIT SINGH CA(M)

Ranjit qualified as a Chartered Accountant at one of the big 4 accounting firms. He has more than 20 years experience in the financial world. He is a member of the Malaysian Institute of Accountants (MIA).

He has worked as a sell side analyst at 2 local brokerages where he covered the banking, plantation and gaming sectors. He has also had experience as a buy side analyst for a local fund management company which managed more than RM1 billion in funds. He was also the Vice President of Investor Relations at a public listed company.

REGISTRATION

Click here to download the [registration form](#).

Closing date for registration:

Friday, 24th February 2017