

Enhancing Communication with Stakeholders!

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 include addressing value gaps, communicating strategic changes, disclosing bad news and dealing with activist shareholders.

Investor Relations (IR) Personnel need to be aware of the market perception of their company and 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 is 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.

CASE STUDY DISCUSSION

PLC Bhd was listed with much euphoria as its principal customer was contributing 90% of its revenue. It was the darling of foreign fund managers who held substantial amount of its shares. It did not have to 'sell' its story as the investors had completely bought its story.

However, the unthinkable happened with a huge drop in share price! Foreign fund managers started selling in droves. The company went into overdrive but was unable to address the issue of the dramatic and unprecedented share price decline. The shares of the company plunged by 60%!

*Case Study :
Discussion on how this crisis could have been averted.*

KEY TAKEAWAYS

- ❖ Working with the C-Suites in Enhancing Perception of the Company
- ❖ Addressing Value Gaps Between Management and Analysts
- ❖ Communicating Strategic Changes
- ❖ Disclosing Bad News
- ❖ Dealing with Activist Shareholders

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:

Monday, 27th February 2017