

hosted by



# Workshop

# Financial Communications: Effective Media Management

Date : 4 April 2018 (Wednesday) , 9:00 – 1:00

The role of financial communications in the Malaysian capital market has become increasingly more important these days. In the light of the current market conditions, corporates and organizations, whether they are public listed companies (PLCs), government agencies or any other entities, all need to deal more effectively with their shareholders and stakeholders, both existing and potential.

Financial communications encompasses not just communicating with the investment community (investor relations or IR) but also, to a large extent, dealing with the financial media. A positive and trustworthy relationship between an organization and the financial media is extremely important; more so in today's well informed society.

Many, unfortunately, often perceive the media as a 'bad' thing. But, this should not be the case and one can indeed benefit in many ways by fostering a positive working relationship with the media.

Thus, there is a need to have a better understanding and appreciation of how to deal effectively with the financial media in the context of developing and maintaining sound financial communications.

## WORKSHOP OBJECTIVES

The main objective of this workshop is for the participants to have a better knowledge and understanding of the financial media and its role in ensuring effective financial communications in the marketplace. As such, there is a need for participants to have a better appreciation of how to deal effectively with the financial media especially towards developing and maintaining a good reputation of the organization.

## METHODOLOGY

A "lecture and discussion" style encompassing lectures facilitated by PowerPoint presentation and Q & A sessions.



## PROGRAMME OUTLINE

8:30am	Registration
9:00am	<ul style="list-style-type: none"><li>▪ Overview of financial communications and investor relations</li><li>▪ Role and importance of the financial media</li><li>▪ Getting into the mind of the journalist</li></ul>
10:30am	Coffee break
11:00am	<ul style="list-style-type: none"><li>▪ When and how to use different media tools</li><li>▪ Crisis management and the media</li><li>▪ Dealing with the financial media</li></ul>
12:30am	Q & A
	End of Seminar

# Workshop

## THE SPEAKER

Mr S.Loganathan has more than 30 years of experience encompassing the financial media, the Bursa Malaysia group and Perbadanan Insurans Deposit Malaysia (PIDM) as well as the financial communications and investor relations industry.

He started his career as a journalist with Bernama and then with the then Business Times, where during his six-year stint as a financial journalist, he specialised in writing corporate, stock market and securities industry news and articles.

Loganathan subsequently joined the Bursa Malaysia (then known as the Kuala Lumpur Stock Exchange) group in 1990 and rose through the ranks, holding various senior positions including that as Senior Vice President, Market Development at KLSE. He was the General Manager the Labuan International Financial Exchange when he left the Bursa Malaysia group in 2004 to set up the Malaysian office of WeR-1 Consultants, a consultancy firm specialising in investor relations and media strategy services with its head office in Singapore.

In 2006, Loganathan joined Perbadanan Insurans Deposit Malaysia (PIDM) as its General Manager for Communications and Public Affairs. During his five years there, he was responsible for communications and public relations as well as managing the public awareness programmes of the national deposit insurance agency.

Before his one-year stint at New Straits Times (2014/15) as Consulting Editor for Business Times, Loganathan was a consultant/course facilitator for seminars on investor relations and financial communications with Bursatra Sdn Bhd, a specialist training provider for corporate directors and senior management.

Loganathan graduated from Universiti Kebangsaan Malaysia with a BBA (Hons) degree in 1984.

## WHO SHOULD ATTEND

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

## PROGRAMME DETAILS

Date	<b>Wednesday, 4 April 2018</b>
Venue	<b>The Theatrette</b> LG Floor, Bursa Malaysia Berhad Exchange Square, Bukit Kewangan 50200 Kuala Lumpur
Fee	<b>RM400 for MIRA Members</b> (redeemable via MIRA vouchers) <b>RM600 for non-MIRA Members</b>

## REGISTRATION

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

For further details, please contact :  
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Closing date for registration:

**Friday, 30<sup>th</sup> March 2018**