

Effective Shareholder and Investor Engagement Channels



5th December 2017 (Tuesday) , Training Room 3, Annexe Building, Bursa Malaysia Berhad

The Effective Utilization of Investor Relations (IR) Channels course is designed to provide attendees with a greater understanding of the various IR channels available for them to connect with existing shareholders and reach out to potential shareholders.

In the *Introduction to IR Channels* section, we will broadly introduce the types of channels available for public listed companies.

The *IR Channels Required Under the Listing Requirements* section will cover the typical contents for the corporate IR website and the minimal content required for Management Discussion and Analysis (MD&A) portion of the annual reports. The section will also provide samples of an exemplary corporate IR website and selected content for a model MD&A.

The *Corporate Access* section examines the roles of corporate access teams and the utilisation of equity conference and non-deal roadshow as channels to existing and potential investors.

In the *Preparation for Equity Conferences and Roadshows* section, we learn how to maximise the effectiveness of these IR channels through shareholder analysis and how to come up with value propositions.

In the *Other IR Channels* section, we cover other less common IR channels that are utilised by some public listed companies to communicate with fund managers.

Finally, the *Social Media and IR* section covers the role of social media and investor relations.

WHO SHOULD ATTEND

Board of Directors members, C-Level Executives, and Investor Relations practitioners.

LEARNING OUTCOMES

Attendees of the course should be able to:

- Improve his/her understanding of various IR channels required under the Listing Requirements;
- Learn about other IR channels frequently used by public listed companies;
- Be aware of the strengths and weaknesses of each IR channel;
- Connect with existing and potential investors via effective channels based on the public listed company's circumstances (industry, market capitalization, etc);
- Prepare for equity conferences and roadshows; and
- Provide the necessary content for the chosen IR channel.

PROGRAMME OUTLINE

8:30	Registration
9:00	<ul style="list-style-type: none"> ▪ Introduction to IR Channels ▪ IR Channels Required under the Listing Requirements <ul style="list-style-type: none"> • Corporate Website • Annual Report
10:30	Coffee break
11:00	<ul style="list-style-type: none"> ▪ Corporate Access ▪ Preparing for Equity Conferences and Roadshows ▪ Other IR Channels ▪ IR & Social Media
12:00	Q & A Session
12:30	End of Seminar

THE SPEAKER

Niuh Jit Aun is currently a Vice President in the Corporate Planning Department of a public listed company on Bursa Malaysia and his job portfolio includes the investor relations function.

He was previously the Head of the Investor Relations, Strategy and Planning team in Maybank in which the Maybank IR team typically meets up with more than three hundred analysts, fund managers and investors annually. Prior to his stint in Maybank, he held managerial positions in the strategic / corporate planning functions in a number of public listed companies in the financial services and technology sectors.

REGISTRATION

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

Registration Fee **RM400*** for MIRA members
 RM600 for non-members
 *redeemable via MIRA vouchers

Closing date for registration:

Thursday, 30th November 2017