

Unlock Shareholder Value with Compelling and Effective Storytelling

8 May 2019 (Wednesday) | The Theatre, Bursa Malaysia, Kuala Lumpur | 9:00 a.m

With today's capital markets increasingly volatile, there's never been a more critical need to effectively engage with investors, analysts and stakeholders.

A well-designed investor relations and public relations strategy is vital to your success as a listed company on Bursa Malaysia, helping you build credibility and recognition. At the center of a great IR and PR strategy is a clear, compelling equity story that shows why your company is differentiated, investable and attractive.

Convincing storytelling can fuel the success of your company, helping you maintain and grow a loyal shareholder base, maximize your access to the stock market and catalyze equity value.

Remember - if you don't tell your story, someone else will, and you might not like their version.

This workshop is for company leaders who are serious about protecting, preserving and growing the value of their businesses. Through this workshop, you will:

*Create a more compelling story for the capital markets: build a powerful case for your company to reach investors, analysts and stakeholders

*Gain a deeper understanding of Malaysia's media industry, how to deal with the media and position your company effectively in the press

*Learn how to answer the number one question asked by investors, analysts and other stakeholders

*Know what to NOT do when handling company developments and filing announcements

PROGRAMME OUTLINE

9:00am Registration

9:30am The Power of Great Stories & And How To Craft Them

10:15am Question Time + Upgrade Your Story

10:30am Coffee Break

10:45am Master the Media: How It Works & How To Break Through The Noise

11:15am Question Time + Upgrade Your Story

11:40am Know The Stock Market: Engineer Strategies For Success & Avoid The Biggest Pitfalls

12:10pm Putting It All Together

12:20pm Question Time

12:30pm End Of Session

WHO SHOULD ATTEND

C-Suites, Company Directors, Management, Investor Relations Team and Public Relations Team

REGISTRATION

(RM400 for MIRA members – redeemable via MIRA vouchers)

(RM600 for non-MIRA members)

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

Closing date for registration: **Friday, 3rd May 2019**

THE SPEAKERS

Alexander Winifred



Alexander Winifred is a journalist, editor and media consultant. As a pioneering correspondent at Nikkei Inc.'s Markets division, Alexander sourced and developed actionable, real-time news reports for investors, analysts and bankers, enabling them to make quick, critical decisions. At Nikkei Markets, Alexander and his team alerted investors to events and triggers driving major share price movements, critical announcements and developments. Today, Nikkei Markets' subscribers include some of Malaysia's largest investment banks, and despite being relatively new, the service has won market share from established peers such as Dow Jones, the publisher of the Wall Street Journal. Alexander continues to consult for and create value-added content and strategies for established companies and political leaders, helping them drive their message in powerful ways. In 2016, Alexander worked on a multimedia advertising project for HSBC, one of the world's largest banks, as well as an advertising campaign for Malaysia's Tun Razak Exchange. In early 2019, Alexander helped to launch Cambodia's only business newspaper, Capital Cambodia.

Kazi Mahmood



Kazi Mahmood has over 35 years of experience in the media industry, guiding and managing teams reporting for newspapers, magazines and online portals. Kazi is also an analyst, advising corporate and political leaders on communication messaging and strategy, helping them be heard in an increasingly distracted world. Formerly a journalist with BBC Radio in Africa, Kazi migrated to Malaysia in 1994. He was an editor at The Malaysian Reserve business newspaper from 2013 to 2014, before becoming Business Editor at the Malay Mail until 2018. He was also Associate Business Editor at the Khmer Times in Cambodia. Today, Kazi is an Editor at The Independent, one of Singapore's fastest-growing online news sites.

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