

IMPORTANCE OF EFFECTIVE IR ENGAGEMENT DURING COVID-19 PANDEMIC

11 August 2020 (Tuesday) | 9:00 a.m – 12:30 p.m

The global economic upheaval sparked by the Covid-19 pandemic poses unprecedented challenges and uncertainties to the business environment. To contain the virus, governments of many countries have implemented restricted movement measures resulting in operational disruptions on most of the industries in the world. In this time of uncertainty, an effective investor relations programme is more important than ever to bridge the flow of information that is critical to the investment community.

At the end of the workshop, the participants will be able to:

- understand the importance of effective investor relations engagement during Covid-19,
- create the rules of engagement during the period of uncertainties, and
- use technology to maintain effective two-way communication between a company and the investment community in the time of crisis.

WHO SHOULD ATTEND

C-Suites, Company Directors and Teams from Investor Relations, Finance, Communication and Corporate Affairs.

REGISTRATION

(RM350 for MIRA members – redeemable via MIRA vouchers)
(RM550 for non-MIRA members)

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

Closing date for registration: **Thursday, 6th Aug 2020**

PROGRAMME OUTLINE

9:00am	Online Log-In
9:30am	Challenges in carrying out investor relations activities during Covid-19. The importance of effective investor relations engagement during the crisis.
11:00am	Break
11:15am	Dos and Don'ts in carrying out investor relations activities during the period of uncertainties. Adapt to the "New Norm".
12:30pm	End of Session



SPEAKER

Benjamin Poh
BA (Accounting and Finance),
ACCA and MBA

Ben Poh is the Managing Director of Benadel Advisory Sdn Bhd which specialises in investor relations, strategic communications and corporate advisory services. He was previously attached to Arthur Andersen & Co, Malaysian International Merchant Bankers Berhad, Credit Suisse Singapore and Sime Darby Group. He has more than 20 years of experience in external audit, corporate finance, investment management, corporate communications, financial analytics and investor relations. He is an experienced Investor Relations practitioner through his role as the Head of Investor Relations of Sime Darby Group for more than 8 years and he has won several accolades for best practices in investor relations. Presently, Ben Poh is a member of the Board of Directors of MIRA.

Disclaimer & Restriction

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