

KNOWLEDGE SHARING IR INSIGHTS AND DIALOGUE WITH IR PRACTITIONERS

17 January 2018 (Wednesday) | The Theatre, Bursa Malaysia, Kuala Lumpur | 10:00 a.m

More onerous regulation and disclosure requirements and the increasingly global nature in how investors and fund managers look at investee companies means that current IROs are doing far more than the traditional function being a reactive mouthpiece for the company as in merely sharing operational and financial data.

There is now a greater demand for IROs to be more proactive, strategic and highly knowledgeable of both the company's operations and industry landscape.

Everything else being equal, the expertise and competence of IROs can be a crucial differentiating factor in shaping a company's market perception and ultimately its valuation with the investment community.

Learning the best from fellow IR practitioners - there is so much we can learn from each other on what it takes to implement a truly outstanding investor relations program.

This session will provide some insights on these key areas:

- What is an IR story and who best to tell the IR story
- When to tell the IR story and how much to tell
- What is the value of a good IR story
- What if there is no good IR story to tell
- When Board comes calling, what should IR do

FREE ADMISSION FOR MIRA MEMBERS

(RM100 for non-MIRA members)

Registration	9:30 am
Dialogue session	10:00 am – 12.00 noon

REGISTRATION

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

Closing date for registration: **Monday, 15th January 2018**

THE SPEAKER | Audrey Ho



Ms Ho is a financial stakeholder communications specialist with 12+ years of experience driving effective external and internal programs in enhancing stakeholder engagements, media visibility/relationships, issues management and content development/management.

She was the Head of Investor Relations at Digi.Com Berhad ("Digi") from 2005 to 2012 and later the Head of Investor Relations at Maxis Berhad from 2013 to 2017.

She was also a founding board member of the Malaysian Investor Relations Association and was the Chairperson from 2010 to 2012. Prior to her position in Digi, she has worked extensively in the stock broking industry, first as a research analyst and later a Head of Research. Her stints in the stock broking industry includes positions with Ong & Co, Asia Equity and OSK Securities Berhad.

In addition, Ms Ho was appointed to the Board of GD Express Carrier Berhad on 26 May 2016. She is currently the Senior Independent Director and a member of the Combined Nomination and Remuneration and Audit Committees.

Open to all IR practitioners and all those interested in gaining more insights on Investor Relations as part of the broader spectrum of stakeholder engagement.