

Storytelling Techniques in Investor Relations

18th September 2018 (Tuesday) | Training Room 3, Annexe Building, Bursa Malaysia | 9.00 a.m – 12.30 p.m

The *Storytelling Techniques in Investor Relations* workshop is designed to provide attendees with a practical approach to crafting investor relations (“IR”) messages incorporating storytelling techniques.

These techniques would enable the Investor Relations Officer (“IRO”) and Senior Management to better connect, engage and enhance their communications with investors/analysts.

LEARNING OUTCOMES

Attendees of the course should be able to:

- Communicate and get your message clearly across all stakeholders and shareholders;
- Utilise the right story in the right situation;
- Build credibility and rapport with audience; and
- Enhance buy-in for your IR message.

THE SPEAKER

Niuh Jit Aun is currently the Head of Investor Relations at a publicly listed company on Bursa Malaysia.



He was previously the Head of the Investor Relations, Strategy and Planning team in Maybank in which the Maybank IR team. 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.

PROGRAMME OUTLINE

8:30am	Registration
9:00am	<ul style="list-style-type: none"> ▪ Power of Story ▪ Elements of Storytelling
10:30am	Coffee break
11:00am	<ul style="list-style-type: none"> ▪ Crafting your IR Story ▪ Connecting with your audience
12:00pm	Q & A Session
12:30pm	End of Seminar

WHO SHOULD ATTEND

- Board of Directors
- C-Level Executives
- CFOs
- IR Practitioners

PROGRAMME FEE

Member	RM400* per pax
Non-member	RM600 per pax
*redeemable via MIRA vouchers	

FREE for MEP participants**

** (MIRA members under the Bursa Malaysia Mids Research Scheme) to find out please click on the following link, <http://www.bursamarketplace.com/mkt/themarket/stock>

REGISTRATION

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

Closing date for registration:

Friday, 14 Sept 2018

