



HELP!

The Analysts Rate us a **SELL!**

An Analyst Relation & Media Workshop Investor Relations Workshop

April, 21 2009, Tuesday

9am – 6pm

Conference Room 1, Ground Floor, Bursa Malaysia Berhad

Trainers' Profile

Mr Mark Laudi Biography



Mark is an award-winning journalist and broadcaster, well-known to radio and television audiences in the Asia Pacific.

During his seven year career at CNBC Asia Pacific, he held almost every position in the newsroom, including Producer and Australia Editor, and in front of the camera as Stock Reporter, Anchor and Field Reporter. At age 28, Mark launched CNBC Australia in Sydney as Bureau Chief.

In Singapore, he was a member of the inaugural production and presentation team of English-language talk radio station 938LIVE.

He started his media career at age 21, becoming Australia's youngest radio current affairs show host at ABC Radio.

Having spent many years in South Africa, Germany and Australia, Mark has called Singapore home since 1997.

In a natural progression from traditional to new media, Mark has been CEO of Hong Bao Media (Holdings) Pte Ltd since 2006.

This multinational media company helps companies address existing and new audiences by producing video for websites, mobile devices and out-of-home screens.

He has also consulted to numerous multinationals on media and presentation training, and investor relations.

He is also a sought-after speaker, emcee and panel moderator at seminars and conferences.

Mr Mark Laudi Client List

Fairchild Semiconductor
Maersk
Gemalto
Diageo
Rolls-Royce
Schering-Plough

DHL
RMMI
Electronic Arts
Sky Venture
Microsoft
Asia Pacific Breweries

Ms Shareena Hatta Biography



Shareena began her broadcasting career in radio, hosting the prime time breakfast program on Red-FM in 2003, where she was nominated for Best Radio Talk Show Host for the Malaysian Radio Industry Awards.

She shifted to the lunchtime program, which gave her the opportunity to host The Breakfast Show on NTV 7.

She holds a Bachelor of Science in Accounting and Finance from the University of London, holds a Masters in Business Administration from Hult International Business School in Boston.

After completing her degree she worked at State Street Global Advisors and later CIMB Private Bank.

Submissions she produced won awards from Asiamoney and Finance Asia from Best Private Bank in Malaysia.

Programme



Approximate Times	Topic	Description
09:00-09:15	Understanding existing skills levels and current needs	Participants will be asked to identify their existing areas of expertise and their key areas of concern. This provides a mechanism to gauge the success of the workshop, and ensures needs are met. It also helps to break the ice at the start of the session.
09:15-10:15	Standing Out From The Crowd	<p><i>All publicly listed companies (PLCs) have an obligation to continuously disclose market-moving information. So, how do you make yours stand out?</i></p> <p>This session examines what investors, analysts and the media are looking for in disclosures.</p> <p>It highlights specific examples of corporate disclosures, including earnings announcements and annual reports, which not only meet requirements for substantive, transparent and factually correct information, but which are also eye catching for the receiving audience and are likely to lead to greater engagement in the audience.</p> <p>Participants should also come prepared with a selection of significant announcements from their own PLCs, if applicable.</p> <p>This workshop assumes participants are already familiar with continuous disclosure obligations.</p>
10:15-10:30	~ Break ~	



10:30-11:30	Converting Passing Interest Into Investments	<p><i>Even if investors are aware of your company, they may not be convinced to invest in it by buying your shares. How do you raise awareness, educate and then lead investors to an investment decision?</i></p> <p>In this session we look at what the buy-side looks for in companies, and how to give it to them.</p> <p>Topics covered:</p> <ul style="list-style-type: none"> • investor roadshows and expos • company site visits, and • media interviews
11:30-12:30	Help! The analysts rate us a "SELL"!	<p><i>Your company has a sound business model, a strong track record and healthy cashflows. Yet analysts rate it a sell. How do you convince them otherwise?</i></p> <p>Our one-hour session on this subject dissects the motivations and workflow of research analysts, and imparts three concrete, practical strategies to turn skeptics into fans.</p>
12:30-14:00	~ Lunch & Blackberry break ~	
14:00-15:00	Presenting at AGMs and press conferences	<p>Garnering more retail investors are an important component of your investor relations strategy because they provide the liquidity fund managers need to buy into your stock. But how do you deal with more difficult retail investors and the media?</p> <p>We present eight actionable tactics on:</p> <ul style="list-style-type: none"> • Maximising AGMs to cement your investors' commitment to your stock • Dealing effectively but sensitively with unruly investors at AGMs • Dealing effectively but sensitively with difficult journalists at press conferences

15:00-16:00	Taking part in media interviews with Confidence, Not Apprehension™	<p><i>Fronting the media can be a nerve-wracking experience – particularly if you do not have practise from taking part in interviews regularly. This workshop ensures you are able to approach them with confidence, not apprehension™.</i></p> <p>We do this by analysing the five most important techniques to employ before, during and after media interviews.</p> <p>Key points include:</p> <ul style="list-style-type: none"> • body language and vocal skills • the right preparation for an interview, and • measuring the success of your media appearances <p>Before the coffee break we will ask for participants for the mock interviews afterwards. They will be asked to prepare during the break.</p>
16:00-16:30	~ Coffee & Preparation break ~	
16:30-18:00	Presentation skills practise	<p>We will conduct a series of three-minute, recorded on-camera interviews with volunteers from the participants.</p> <p>Interviews are then reviewed and feedback provided.</p> <p>Finally, the desired outcomes discussed and agreed at the start of the day will be reviewed and any questions answered.</p>

DATE : 21 April 2009
TIME : 9am TO 6.00pm
VENUE : Bursa Malaysia Berhad
Conference Room 1, Ground Floor
Exchange Square, Jalan Bukit
Kewangan
50200, Kuala Lumpur

To register, please contact:

Ms. Wan Norita at wannorita@bursamalaysia.com or 03-20347197 OR
Ms. Azlina at azlina_mduthong@bursamalaysia.com or 03-20347677

IRIP : RM199.00
MIRA Members: RM399.00
For Non-Members: RM599.00

Due to space constraints, registration is based on first- come-first served basis.
Closing Date : 15 April 2009

Join at: www.mira.com.my/membership.html

