

# THE NUTS AND BOLTS OF INVESTOR RELATIONS



**24 September 2020 (Thursday) | 9:00 a.m – 1:00 p.m**

Demands from stakeholders are high these days, and public-listed companies are engaging with shareholders at different levels. Investor Relations (IR) departments are set up primarily to give an accurate account of their companies' affairs and to give confidence to the investors.

It is the most ideal if IR can realise its full potential as a leader in the corporate world to drive both businesses as well as social values. Unfortunately, this is far from the reality as even C-suites cannot see the full impact of IR since most are not performed to a level of competence.

In many cases, IR personnel has been reduced to being a coordinator, or messenger. Investors want more than the mandatory financial disclosure. They also look for non-financial information and intangible indicators so that they can more fully understand the company's market performance.

So what does it take to have a truly effective IR team, and how can IR impact the performance of a company to the point of earning investors' confidence?

Through this seminar, we see how IR integrates strategy, finance, communication, marketing and compliance between a company and a financial community. You will learn the fundamentals of IR covering all these aspects, basically the nuts and bolts.

## WHO SHOULD ATTEND

Company Directors, C-Suite, Senior Management, Investor Relations, Corporate Affairs, Finance, Accountants

## REGISTRATION

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

Click here to download [registration form](#).  
 Closing date for registration: **Monday, 21<sup>st</sup> September 2020**

TIME	PROGRAMME OUTLINE
8:30am	Online Log-In
9:00am	<ul style="list-style-type: none"> <li>▪ The fundamentals of IR</li> <li>▪ Starting an IR Department</li> </ul>
10:30am	Coffee Break
10:40am	<ul style="list-style-type: none"> <li>▪ What determines IR success?</li> <li>▪ Who can help you?</li> <li>▪ What if you outsource the IR function?</li> </ul>
11:30am	<ul style="list-style-type: none"> <li>▪ How important is analysts' coverage to your company?</li> <li>▪ IR Illustrative case study &amp; relevant examples</li> </ul>
12:30pm	Question Time
1:00pm	End Of Session

## SPEAKER

### May Tan Peck Meng (ACIS, CIR, UK)

Ms Tan Has extensive experience in corporate secretarial matters, investor relations and corporate communication. She was appointed as an Advisor for MIRA Training & Membership from 2010 - 2017 and currently a Trainer for CIR, UK.



She has held advisory roles in IR and PR services firm. She held senior positions as Group Company Secretary and Head of Investor Relations in public-listed companies in Malaysia, involved in transportation, financial services, and conglomerate with diverse business interests in plantation, property development and investment, automotive and trading services.