

hosted by



# Seminar

## Certificate in Investor Relations 2016

The **Certificate in Investor Relations (CIR)** is an internationally recognized qualification for the investor relations profession. The qualification allows successful candidates to demonstrate their knowledge of the financial and market environment and the regulatory and reporting requirements for the listed companies and their sound understanding of the principles of investor relations, which will enable them to operate competently and safely.

### The benefits of obtaining the CIR include:

- Demonstrates competence
- Enhances career development
- Provides professional recognition within the IR community

### Who should sit the CIR :

The qualification is for everyone working in investor relations or considering a move into IR, either in the UK or overseas.

### CIR Revision Course Date:

29 & 30 November 2016

### CIR Examination Date:

Monday, 9 January 2017

**Venue :** Training Room 3, LG Floor  
Annexe Building, Bursa Malaysia  
Exchange Square, Bukit Kewangan  
50200 Kuala Lumpur, Malaysia

### Examination Objectives

#### On completion the candidate will:

- Understand the fundamental principles and practice of IR
- Know the main regulations concerning the structure, governance and behaviour of listed companies
- Be able to identify the different types of shares and shareholders
- Understand the role of stock exchanges
- Know the regulations governing the conduct of IR and in particular the disclosure of information
- Know the legal requirements regarding the financial calendar
- Be familiar with the fundamentals of basic accounting ratios, valuation and investment analysis
- Be aware of the requirements for UK listed companies conducting investor relations in major overseas markets
- Be aware of the required ethical and professional standards expected of IR practitioners



## CIR Syllabus

### 1. Principles of Investor Relations

- 1.1 Introduction to IR
- 1.2 Why companies need IR
- 1.3 What makes a successful IR function
- 1.4 The scope of IR

### 2. Financial Markets

- 2.1 Global financial markets
- 2.2 How does equity markets or stock markets work
- 2.3 Equity investors
- 2.4 Debt investors

### 3. Companies and Regulation

- 3.1 Limited companies
- 3.2 Companies Act
- 3.3 Statutory reporting and financial reporting calendar

### 4. Regulatory Environment

- 4.1 Introduction and principles
- 4.2 Market misconduct : Insider dealing and market abuse
- 4.3 UK Market Regulator
- 4.4 Disclosure and transparency rules
- 4.5 Periodic financial reporting
- 4.6 Corporate governance
- 4.7 Takeover panel
- 4.8 Regulatory announcements
- 4.9 The AIM rules
- 4.10 Summary of the United States regulations

### Registration

Click here to download [the registration form](#).  
Please send completed registration form via fax to +603-2732 0771 or email Pn. Zulaika Salleh at [zulaika@bursamalaysia.com](mailto:zulaika@bursamalaysia.com)

Closing date for registration:

**Friday, 18 November 2016**

### 5. Accounting Valuation and Investment Principles

- 5.1 Introduction
- 5.2 Accounts
- 5.3 Key financial ratios
- 5.4 Investment appraisal and valuation – Time value of money
- 5.5 Valuation models and measures
- 5.6 Portfolio theory

### 6. Effective IR in Practice

- 6.1 IR audiences
- 6.2 IR advisors
- 6.3 Internal relationships
- 6.4 Knowing your shareholders
- 6.5 Understanding disclosure obligations
- 6.6 Communications tools and techniques
- 6.7 The day-to-day business of IR
- 6.8 Measuring the value of IR

### Trainer:



**May Tan** has extension experience in corporate secretarial matters, investor relations and corporate communication. Prior to joining MIRA as an Advisor, Training & Membership and appointed as a CIR, UK Trainee 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.