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# MIRA | Workshop

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# Investor Communications: Owning the Story During Corporate Exercises

30 March 2017(Thursday), The Theatrette, Bursa Malaysia Berhad, Kuala Lumpur | 9:00 am - 1:00pm

The importance of managing your strategic communications to stakeholders in the event of major corporate activities such as M&A, fund raising through a rights issue, secondary offerings and bond issuance, is critical to ensuring you garner the buy-in of your investors and shareholders for these activities. In any given situation, there may be multiple competing rationale for merging or acquiring assets, or raising funds via capital markets.

To ensure success, planning your strategy around communicating the rationale is critical. In this workshop, **Investor Communications: Owning the Story During Corporate Exercises**, you will be guided with practical insights into managing these processes to ensure your corporate activities are well understood by your stakeholders.

## WHO SHOULD ATTEND

Company Directors, Compliance Officers, Investor Relations Personnel, Corporate Communications Personnel, Accountants, Financial Officers

## REGISTRATION

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

Closing date for registration:

**Monday, 27<sup>th</sup> March 2017**

Among the topics covered in this workshop include :-

- ❖ Planning your communications strategy
- ❖ Preparing the team for the announcement
- ❖ Planning for unforeseen circumstances
- ❖ Managing the analysts & media
- ❖ Maintaining the momentum through to completion and beyond

## THE SPEAKER



**Darrell Wright**  
Partner and Managing Director of  
Bell Pottinger (Malaysia) Sdn. Bhd.

Darrell is responsible for the operations and expansion of Bell Pottinger in Malaysia. Darrell has significant communications experience in financial communication, corporate reputation and crisis management.

Previously, Darrell held senior positions at global investment banks including J.P.Morgan, Barclays and The Royal Bank of Scotland. He was involved in running those banks' communications functions in Southeast Asia, Singapore and Hong Kong respectively and worked with a variety of businesses including M&A, equity & debt capital markets, financial markets trading and sales, transaction banking, trade and supply chain finance, custody and fund services and research.

