

Sample course: Purpose, role and value of Investor Relations

The IRO: senior adviser on market behaviour and valuation investor relations

- Checklist: Fundamental IR Skills and Qualities
- Understand how the market values your company
- Building an IR strategy

Fundamentals

- Company structures- fundamentals of company law and practice and key requirements for directors.
- Financial reporting calendar
- Corporate disclosure, reporting and the value of transparency
- Checklist: Developing internal disclosure procedures
- Gaining the full measure of your company's intangible assets
- A governance framework

The investment market

- The market: an introduction
- The sell side and the buy side
- Trading practices
- Exchanges

Corporate practices

Research

- Importance of research as the foundation of investor relations; major components of market research
- The value of converging the communications functions
- Integrating the communications functions

Financial results: the big event - results day

- Primary communications opportunities
- Major event: release of financial results
- Preparing the financial results release
- Dissecting the financial results release

Communications vehicles

- From 'research' reports and sponsored research to the annual report

Presentations and meetings

- Road shows, analyst meetings, site visits, one on one's, retail investor conferences...

Building relationships with the sell side

- Sell side research: an industry in the midst of change

Building relationships with the buy side

- Expanding your reach to the widest world of investors

Dealing with the media

- Building a proactive media coverage programme

Shareholder identification

- Why shareholder ID matters
- Proactive identification – from 212 to 793
- Reactive identification
- Synthetics



Transparency Matters Ltd, Springwood, Lansdown Road, Bath BA1 5SY
Tel +44 7957 430333 – Email info@markhynes.com
VAT Reg Number 853 7293 01