

marcus evans professional training

Creating and Managing a World Class **Investor Relations Strategy**

FOCUSED SERIES

Benefits of attending this comprehensive course will include:

- Develop a world class IR Strategy and understand its full impact on your PR & IR practice.
- Gain an insight into the day to day issues of managing an IR function.
- Expand your reach to the widest world of investors.
- Understand how the market values your company.
- Gain the full measure of your company's intangible assets.
- Develop an appreciation of how analysts and fund managers operate, and an understanding of the different investment styles and portfolio strategies.
- Understand strategies for communicating value, and dealing with crises and mergers and acquisitions whilst remaining within the regulations.

WITHOUT CONTINUAL **GROWTH** AND **PROGRESS**, SUCH WORDS AS...

improvement, **achievement**
and **SUCCESS** have **no** meaning

BENJAMIN FRANKLIN

Creating and Managing a World Class Investor Relations Strategy

Why should you attend?

Investor relations is an art, not a science. Practitioners need to develop wide ranging skill-sets from financial presentation, to sound understanding of the financial markets, to strategic planning, and corporate practices such as the role of research, how to use communications channels and identifying existing shareholders.

Meeting regulations is an essential element of IR, and understanding best practice, where there is often no guidance, is vital.

Turning 'Theory' into 'Practice'

Having worked and consulted with many of the FTSE 100 companies, our specialist trainer shares experiences and practical solutions in investor relations. And given that there are no 'right' answers, with every company's needs very different, the course is highly interactive, with case studies and moderated discussions between participants.

Key areas to be covered in the programme and documentation

Purpose, role and value of IR

A definition

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

Benefits to you

- Develop a world class IR Strategy and understand its full impact on your PR & IR practice.
- Gain an insight into the day to day issues of managing an IR function.
- Expand your reach to the widest world of investors.
- Understand how the market values your company.
- Gain the full measure of your company's intangible assets.
- Develop an appreciation of how analysts and fund managers operate, and an understanding of the different investment styles and portfolio strategies.
- Understand strategies for communicating value, and dealing with crises and mergers and acquisitions whilst remaining within the regulations.

Who should attend?

This course is designed for Directors, Vice Presidents and Heads of Investor Relations, Investor Relations officers, Corporate Communicators, Financial PR and IR consultants, CFOs and Financial Directors as well as the Company Secretarial Staff.

Duration of Course: 2 days

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

marcus evans

professional training

Trainers—key to our success!

marcus evans' trainers are leading associate trainers. This ensures that our trainers are the best and most appropriate trainers for each individual course in terms of areas of expertise, training style, commercial industry experience and proven results. We choose trainers who are specialists in their respective fields and are dedicated to enhancing the skills and knowledge of our delegates through practical, interactive and applicable training.

About your trainer – Mark Hynes.

Mark Hynes has 25 years experience in the financial news and information sector. He is Managing Director of Investor Relations at PR Newswire, where he is responsible for developing regulatory disclosure solutions and strategies. He also holds a number of external non executive advisory roles, notably at the UK Investor Relations Society and at the Committee of European Securities Regulators, as well as authoring his own blog - [Transparencymatters](#). Today he focuses regularly on the disclosure and investor relations communications challenges faced by companies, where he has trained and consulted with many FTSE 100 and 250 companies.

Prior to joining PR Newswire, Mark was a Board Director of the Financial Times, spending 18 years in continental Europe, the US and Asia, developing electronic financial news businesses in different regions. This followed time spent at the Economist, which he joined after training as an investment banker. Education includes Wellington College, Reading University, and post grad study at Harvard.

Course content – making it relevant!

All delegates complete detailed pre-course questionnaires before the event enabling trainers to tailor course content in order to meet specific delegate needs. Delegate objectives are re-visited before, during and after the event allowing us to focus on outcomes and address any delegate concerns as and when they arise.

Where applicable, our trainers also act as coaches in providing one-to-one advice and feedback both during and after the course. To support your learning, we provide extensive documentation on all courses including, theory, models, exercises, worksheets, case studies, action plans, slides and further reading and reference material.

Course information

Upon receipt of your completed registration form you will receive formal confirmation of your booking. Approximately three weeks before the respective course you will receive all pre-course information including joining instructions, course timings, venue and accommodation information and pre-course questionnaires. Should you need to make travel and accommodation arrangements prior to receiving this information then please do not hesitate to contact a member of our team on +44 (0)20 3002 3296.

Further information

Please visit www.marcusevanspt.com for further course information and training resources including:

- Course Booking and Administration Notes
- Accommodation Booking Service
- Special Offers and email Updates
- Recommended Reading Materials
- Training Articles and News
- Over 50 Public Course Outlines and In-Company Training Solutions
- Download our 2010 Course Directory

In-company training solutions

If you have a number of delegates with similar training needs then you may wish to consider having a cost-effective in-company training solution delivered locally or on-site. Courses can be tailored to specific requirements or developed as bespoke solutions. We also deliver activated teambuilding and leadership in-company workshops.

Book now on +44 (0)20 3002 3296 (UK Bookings) or +420 255 707 246 (Non-UK Bookings).

marcus evans professional training courses combine the latest tools, techniques, market research, case studies and dynamic ways of thinking, delivered by experienced trainers to ensure the skills and knowledge acquired are directly applicable to your organisation.

Research	the latest concepts, tools, techniques and tried and tested methods
Trainers	the highest standard of dynamic trainers with cross-industry experience
Tailored	detailed pre-course questionnaires to address your objectives
Applicability	training relevant to your needs and your workplace
Interactive	limited numbers with group exercises, role-plays and feedback
Action	planning, implementation and follow-up
Documentation	comprehensive supporting notes and further reading materials
Venue	deluxe facilities supporting the training environment

Registration Form

Fax back now on +44 (0)20 7262 7125 to reserve your place

Please photocopy this form for future use or download from www.marcusevanspt.com

Title Mr Mrs Miss Ms Dr
First Name: _____
Surname: _____
Job Title: _____
Email: _____
Course Name: Creating and Managing a World Class Investor Relations Strategy
Course Date: _____
Course Code: _____ Course Fee: _____

Client Information

Client Name: _____
Client Address: _____
Postcode: _____

Training Booking Contact Information (person making the booking)

Name: _____
Job Title: _____
Telephone: _____
Email: _____

Authorisation

Signature: _____
Date of Booking _____

(By signing this contract, the individual agrees on behalf of the Client to the stated Terms and Conditions)

Terms of Payment

Total Course Fee/s _____
Total Fees inc. VAT _____

(Payment is required within 5 working days from the booking)

I would like to pay using my Credit Card:
 Amex Visa Mastercard Eurocard Diners Card

Card Number: _____
Valid From: _____ Expiry Date: _____
Cardholder Name: _____
Security Number (last three digits on reverse of card): _____
Card Billing Address: _____
Cardholder Signature: _____

Title Mr Mrs Miss Ms Dr
First Name: _____
Surname: _____
Job Title: _____
Email: _____
Course Name: Creating and Managing a World Class Investor Relations Strategy
Course Date: _____
Course Code: _____ Course Fee: _____

Title Mr Mrs Miss Ms Dr
First Name: _____
Surname: _____
Job Title: _____
Email: _____
Course Name: Creating and Managing a World Class Investor Relations Strategy
Course Date: _____
Course Code: _____ Course Fee: _____

Terms and Conditions:

- Confirmation: Your booking is confirmed upon receipt of a signed registration form received either by fax with credit card payment details or by post with a cheque. Alternatively, an invoice can be sent out whereby payment must be received within 5 working days of the booking confirmation and before the course date.
- Payment: All payments must be received within 5 working days of booking and no later than 14 days before the course date. Failure to pay within this time may result in the course place being cancelled subject to the cancellation terms below. On all amounts not paid when due, the Client shall also pay interest, which shall accrue at the rate of 4% above the Barclays Bank Base Rate until full payment is made.
- Cancellations: Cancellations must be received in writing and are subject to the following charges:
 - Cancellations received more than 3 weeks before the date of the booked course will be charged at 50% of the booking cost.
 - Cancellations received less than 3 weeks before the date of the booked course will be charged at 100% of the booking cost.
- Substitutions: Delegate substitutions are welcome at any time and do not incur any charge. Please fax or email your substitution details to marcus.evans.professional.training@+44.020.7262.7125 or trainingenquiries@marcusevansuk.com
- Transfers: Transfers to alternative courses or dates must be received in writing and are subject to the following terms and charges at the time of receipt of written confirmation:
 - Transfers received more than 5 weeks before the date of the booked course will not be charged.
 - Transfers received between 3 & 5 weeks before the date of the booked course will be subject to an additional 20% of the initial booking cost.
 - Transfers received less than 3 weeks before the date of the booked course will be subject to an additional 50% of the initial booking cost.
 - Transfers not confirmed in writing or made on the day of the event will be treated as a cancellation.
 - If a transfer is made before payment has been received, both the original invoice and subsequent transfer invoice remain due even if the reservation is subsequently cancelled.
- Alterations to the advertised course: marcus evans will not be held liable for any costs or losses whatsoever incurred by the Client or repayment of any monies to the Client for any alteration in venue, date, content or trainer or postponement of any event. In the event that marcus evans permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date, the Client shall receive a credit voucher for the full amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at any similar marcus evans professional training event. No refunds, part refunds or alternative offers shall be made. The parties acknowledge and agree in advance that marcus evans invests considerable cost in the production, marketing and organisation of the event and that it would sustain considerable losses as a consequence of or arising from such alteration or cancellation and that therefore this Section is reasonable in relation to the losses marcus evans would sustain which are uncertain and difficult to estimate at the time the Contract was made.
- Liability: By completing this registration form the Client hereby agrees that marcus evans will not be able to mitigate its losses for any less than 50% of the total booking cost.
- Confidentiality: All information and training materials supplied are confidential and for Client use only. Such information may not be copied, transmitted, recorded, distributed or conveyed in any way to any third party for any purpose nor duplicated by the Client for the purposes of internal training.
- Data Protection: Client confirms that it has requested to allowing marcus evans to retain Client information on marcus evans group companies database to be used by marcus evans group companies, and passed to selected third parties, to assist in communicating products and services which may be of interest to the Client by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If the Client wishes to stop receiving such information please inform marcus evans. For training and security purposes telephone calls may be recorded.
- Governing Law: This Contract shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However, marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.