

# IR SEMINAR SERIES

## INSIGHTS INTO EFFECTIVE INVESTOR RELATIONS

22<sup>nd</sup> (Thu) & 23<sup>rd</sup> (Fri)  
March 2018

Holiday Inn Singapore  
Orchard City Centre

### 2-day Training Seminar

With so many investment options today, companies are finding it hard to distinguish themselves to the investment community. Few companies can afford big investor relations (IR) teams and even fewer can allocate big IR budgets. Yet, with increasing competition for funds in the capital markets and a recent SMU-IRPAS study showing that fund managers do pay a premium for good IR practices, companies cannot afford to ignore IR.

As a relatively new profession, there is a significant shortage of experienced IROs across Asia. What Asian companies require are well-trained IROs who are equipped with the proper 'soft skills' for effective financial communications in today's global capital markets, from an Asian perspective. IROs are important, but often untapped, information source to help management to better position their companies and improve their investment image. But who can IROs, including CEOs and CFOs, turn to?

*"This course helps me have a much clearer picture of the depth, complexity, challenges, and excitement in the IR profession. Great course. Excellent Trainer!"*

*"BEST training and trainer I have ever attended. Kudos! Great seminar! Bravo! I enjoyed the workshop and actual materials."*

*... read more on the following pages!*

Get useful

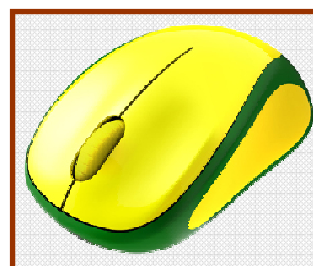
### INSIGHTS INTO EFFECTIVE INVESTOR RELATIONS



This course highlights the need for practical and effective training for today's IROs. The 2-day seminar will train IROs to better handle their challenges as important financial communicators. The training will, through a series of presentations, case studies and group discussions, empower IROs with practical tools to enhance their effectiveness despite limited resources.

They will have the opportunity to tap real life experiences and insights from a course trainer who has ran investor relations for several years in one of the largest, most widely covered and arguably most complicated companies listed on the Singapore Exchange, and have met thousands of fund managers around the world in the process.

## Bonus Gift!



Free special edition Logitech Wireless Mouse (with advanced tracking and nano receiver!) for each participant for group registrations of two and above only.

Created by:







## OUR EXECUTIVE TRAINER

**Mr Joseph Chia**

Joseph is the Executive Director at Maximus Connections and is an international trainer on investor relations, and often lectures at professional conferences and tertiary institutions, including the Singapore Management University. He was also the General Manager for the Investor Relations Professionals Association (Singapore) [IRPAS] from 2008 to 2013, an association representing investor relations professionals from a broad range of listed companies both on SGX and in the region.

Before he started his own firm and consultancy in 2008, Joseph was the IR Manager for ST Engineering and was the company's official IR spokesperson. In his capacity, he managed all investor relations functions of the ST Engineering Group, a multi-industry MNC amongst the largest companies listed in Singapore (~ S\$10 billion in market capitalisation), with 19,000 staff and operations in more than 20 countries. Prior to ST Engineering, Joseph has worked for Keppel Corporation and the Singapore Exchange.

Joseph was awarded Chartered Financial Analyst (CFA) qualification in 2003. He holds a Bachelor of Social Science (Hons) degree in Economics and a Bachelor of Arts degree in Economics and Philosophy, both from the National University of Singapore.

## HEAR WHAT INDUSTRY PROFESSIONALS HAVE TO SAY ABOUT THE TRAINER

*“Joseph’s passion and professionalism in investor relations is unmatched across the companies I have interacted with in my many years working as a Buy side analyst.”*

**MR SANJEEV JOSHI, DIRECTOR  
UBS GLOBAL ASSET MANAGEMENT**

*“I have interacted with Joseph for a number of years during his time as IR for ST Engineering and believe that he truly treats sell-side and investors as clients and understands their needs. He is very proactive in helping them better appreciate underlying issues and dynamics of the various industries or company in question. I unreservedly rank Joseph amongst the best investor relations professionals that I have interacted with in my dozen years across five Asian markets as a sell side analyst.”*

**MR NEEL SINHA, HEAD OF RESEARCH  
CLSA SINGAPORE**

*“As the IR person for ST Engineering, Joseph was articulate, knowledgeable about what was going on in the company, and detail-oriented. He had a strong relationship and network within the company from the top management to people in charge of respective businesses on the fields.”*

**MR KOHEI HIGASHI, INVESTMENT ANALYST  
CAPITAL WORLD INVESTORS**

**HEAR WHAT PAST COURSE DELEGATES HAVE TO SAY ABOUT THE COURSE**

*“The IR topics have been very interesting and helpful. Definitely made a big difference on my investor relations outlook and perspective.”*

*BEST training and trainer I have ever attended. Kudos! Great seminar! Bravo! I enjoyed the workshop and actual materials.*

*“This course helps me have a much clearer picture of the depth, complexity, challenges, and excitement in the IR profession. Great course. Excellent Trainer!”*

*“Very practical course for IROs! Recommend to all who started their career in Investor Relations.”*

*“I found it so helpful for my job now, and had time to exchange lots of information with other IROs.”*

*“Joseph is an excellent presenter with vast experience in IR. I highly recommend this and other IR courses he does. Thank you Joseph.”*

*“A very insightful course! Trainer has very good knowledge. Look forward to more courses.”*

*“The speaker is experienced, provided many fruitful cases. He presented in a simple and effective way.”*

*“Very useful and insightful of IR activities, recommend to anyone who is new to IR.”*

*“Clear, concise, comprehensive, overall excellent!!”*

*“Course was very well structured & had interesting real life examples.”*

*“The course was very educative and I personally learned a lot about IR and responsibilities of IROs. I appreciate it as I will be able to do my job in a better way after this course. Joseph also did a brilliant job as a trainer and answered all the questions sufficiently.”*

*“Joseph has provided very practical and insightful tips to IR planning/process.”*

## HOW WILL THIS COURSE BENEFIT YOU?

### BY ATTENDING THIS TRAINING SEMINAR, YOU WILL:

- **Learn** how to build a credible IR function in your company, using both internal and external resources to achieve your communications objectives
- **Discover** your key strengths and value add as an IRO, and how no one else in the company can offer similar value
- **Identify** your targeted audience and key information sources, and assign priorities to effectively apportion available resources
- **Assist** your senior management in understanding the importance of IR
- **Understand** the investor community and how best to address their information needs and concerns
- **Learn** how to deal with different types of analysts and fund managers in different situations
- **Explore** how to design an effective communication methodology with limited resources
- **Anticipate** questions from company events, guide company responses, and manage reactions and expectations

## WHO SHOULD ATTEND

### ALL EXECUTIVES IN THE COMPANY WHO ARE INVOLVED IN INVESTOR RELATIONS, INCLUDING:

- |  |  |
|--|--|
| <input type="checkbox"/> CEOs                          | <input type="checkbox"/> CFOs                        |
| <input type="checkbox"/> COOs                          | <input type="checkbox"/> Investor Relations Managers |
| <input type="checkbox"/> Investor Relations Executives | <input type="checkbox"/> Finance Managers            |
| <input type="checkbox"/> CorpComms Managers            | <input type="checkbox"/> CorpComms Executives        |
| <input type="checkbox"/> Investment Banking Executives | <input type="checkbox"/> CoSec Executives            |
| <input type="checkbox"/> PR/IR Agency Executives       |  |

# IR SEMINAR SERIES – Insights into Effective Investor Relations

22<sup>nd</sup> (Thu) & 23<sup>rd</sup> (Fri) March 2018 – Holiday Inn Singapore Orchard City Centre

## PROGRAMME OUTLINE

### Day One

- 08:30 Registration and light snacks
- 09:00 **INTRODUCTIONS**
- 09:30 **WHAT IS INVESTOR RELATIONS?**
- A “post box” or a vital function?
  - Common myths and misconceptions
  - IR objectives and key competencies required
  - Governance & IR
- 10:10 Morning refreshment
- 10:25 **THE INVESTOR RELATIONS PROCESS**
- The key responsibilities of IROs
  - Who is involved in IR in your company and why it is important for them to understand their roles
  - Learn the important value add of IROs and help senior management understand the importance of IR
- No matter what size the company and nature of its business, someone or many individuals are performing investor relations roles, knowingly or otherwise, as part of the IR process. It is important to identify these roles and the individuals in the company to ensure that all the required ‘chess pieces’ are in place.*
- 11:25 **ESSENTIAL IR TOOLS & PREPARATION**
- Web-based communications
  - Maintaining an effective database
  - Share register analysis
- 12:40 Networking Luncheon
- 13:40 **PREPARING, GATHERING & USING INFORMATION**
- Identify types of information required and their sources
  - Channeling the right information to the right people at right time via the right medium – what can go wrong?
- Most IROs are losing sight of their core IR objectives in the course of running their day-to-day operations, often losing battles not of knowledge but that of the hearts and minds of both senior management and the investment community. Learn to identify useful knowledge and how to apply them.*
- 14:40 **EFFECTIVE PRESENTATION**
- What should and should not be in a corporate presentation for investors
  - Packaging of information – uses and misuses of charts and tables
- IROs play a vital role in gathering feedback and insights from interactions with analysts and fund managers, which in turn, is the basis of how they should structure their presentations. This session looks at what makes a presentation effective.*
- 15:25 Afternoon refreshment
- 15:40 **PRESS RELEASES**
- Preparations before and after a material press release
- With case studies and exercises, participants will learn the key roles IROs play in the press release process and understand the issues that really matters to their targeted audience.*
- 17:00 End of Day One

### Day Two

- 08:45 Light snacks
- 09:00 **ANALYSTS REPORTS & FORECASTS**
- The equity research process and the business of equity sales
  - How to interpret research reports and deal with negative forecasts and recommendations
- Discover the common misconceptions of securities houses and the motivation behind their research. Understand the information analysts require and how best to facilitate the process while maintaining public disclosure requirements. Learn their motivation behind setting target prices and recommendations, and how best to deal with different situations after properly analyzing the research reports.*
- 10:30 Morning refreshment
- 10:45 **TARGETING IR EFFORTS & MEASURING PERFORMANCE**
- Identify targeted investors
  - Prioritise time and resources to maximise effectiveness
  - Means of measuring successful IR strategies
  - Common IR Key Performance Indicators (KPIs)
- 11:30 **FUND MANAGERS – WHEN & HOW FAR DO YOU ENGAGE?**
- Types of institutional investors and funds
  - Assessing fund manager’s knowledge level and information requirements
  - Hedge funds – engage or not to engage?
- Understand the different types of fund managers and their motivation behind their requests for one-on-one meetings with management. What do they hope to achieve in these meetings and how to deliver the right level of information given the limited time? What kind of preparations must be done before and after to improve the chances of a successful meeting?*
- 13:00 Networking Luncheon
- 14:00 **ONE-ON-ONE MEETINGS**
- Involves examples of various meeting requests and role play exercises where participants work together as IROs to handle different circumstances and different fund manager questioning styles. Learn the ‘Dos and Don’ts’ and how to resolve tensed situations.*
- 15:30 **NON-DEAL ROADSHOWS (NDR) / CONFERENCES**
- Pros and Cons of attending NDRs and Conferences
  - Rational of host selection and participation
- 16:00 Afternoon refreshment
- 16:15 **THE IR SOCIAL NETWORK**
- Building a co-dependent analysts network
  - Putting your IR network to practical use
- IROs cannot function in isolation. Fellow IR counterparts, analysts and fund manager networks, vendors and relevant professional associations can provide valuable information which IROs can use to help them make decisions and provide more accurate feedback to senior management. Learn how this is done!*
- 17:00 End of Seminar

*Includes light breakfast, two breaks and a buffet lunch each day.*

## REGISTRATION CONTRACT

Please complete this form immediately and fax to  
(65) 6234 2106 or scan and e-mail it to  
[register@maximusconnections.com](mailto:register@maximusconnections.com)

### A. Delegate's details

1) Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

2) Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

Country: \_\_\_\_\_ Postcode: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

### B. The Invoice should be directed to (Dept)

Name: \_\_\_\_\_

Dept: \_\_\_\_\_

Tel: \_\_\_\_\_

E-mail: \_\_\_\_\_

### C. Authorising Officer

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**This booking is invalid without an authorised signature.**

### 2-Day Seminar Fee:

**S\$ 1,248 nett** per delegate  
(Early Bird Rate, by 7<sup>th</sup> February 2018)

**S\$ 1,368 nett** per delegate  
(for registrations after 7<sup>th</sup> February 2018)

**Group Registration** (two and above in one application): each  
participant entitled to a Logitech Wireless Mouse

[Fee includes documentation, refreshment, lunch & all relevant taxes  
(we do not charge GST)]

*A certificate of recognition will be given upon course completion.*

### TERMS & METHOD OF PAYMENT

An official invoice will be sent to you after receiving the registration contract. Placement is only confirmed when full payment is received within **twenty-one (21) days** from invoice date. We reserve the right to impose late payment charges. For late registrations, payment must be received prior to the course date.

1) **Cheque** : Made payable to  
**Maximus Connections**

Send it to:  
Maximus Connections (Payment 396),  
9 Bishan Street 15 #31-18 Singapore 573909

2) **Bank** : DBS Bank, Singapore  
Current Account Number: **070-900872-0**  
(Quoting your Company Name and "P396" as reference)

### CANCELLATIONS & SUBSTITUTIONS :

All cancellations of registration must be notified in writing. If cancellation by 1<sup>st</sup> March 2018, you will be entitled to a 50% refund. Regrettably, no refund will be given for cancellation after 1<sup>st</sup> March 2018. However, a complete set of documentation will be sent to you. Substitutions or change of nominee are welcomed at any time on or before 15<sup>th</sup> March 2018 with formal notification in writing.

### NOTE :

It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participants of the change. Maximus Connections will not be held liable for any costs arising from this change.

### HOTEL ACCOMMODATION :

Accommodation is not included in the fees. If you need accommodation at the seminar venue, kindly contact Holiday Inn Singapore Orchard City Centre, 11 Cavenagh Road, Singapore 229616, Tel (65) 6733 8333. Or visit [www.holidayinn.com/sin-orchard](http://www.holidayinn.com/sin-orchard)

### REGISTER NOW

Contact **Mr Ryan Loh**,  
Tel: (65) 6451 7698, Fax: (65) 6234 2106  
Email: [register@maximusconnections.com](mailto:register@maximusconnections.com)  
[www.maximusconnections.com](http://www.maximusconnections.com)