

# Investor Relations Training Workshop

## Overview...

This workshop provides participants with the ability to manage successfully their company's relationship with shareholders in order to accomplish financial stability and corporate progress. It helps them understand their audience, maintain credibility, present information and enhance relationships with the investment community. The workshop seeks to assist participants in building an effective investor relations strategy that decrease volatility and boost the company's overall image.

## Objectives...

Participants will be able to:

- Understand the working of capital markets and the market's demand for information
- Learn how the capital markets value companies and how the financial community makes investment decisions
- Identify the dual challenge for companies to create value internally and to communicate these successes to the markets in terms which the markets understand
- Acquire the various mechanisms of corporate governance (the board, the market for corporate control, large stockholders)
- Learn how to set up and develop a proactive investor relations program in your company
- Identify mandatory and optional disclosures of financial information and the quantitative and qualitative aspects that influence market behavior and stock trading.

## Audience...

This workshop is designed for Professionals in the fields of Finance, Treasury and Investment. Financial managers, financial controllers, finance department heads, chief financial officers, accounting managers, senior finance officers, accountants, finance staff and analysts.

## Outline...

### Module -1-

#### Financial PR & IR and Financial markets

- Positioning financial PR and IR
- Financial markets architecture and stakeholders' influence
- Why indices and share prices matter?

### Module -2-

#### Financial PR & IR audiences

- Shareholders' needs and expectations
- Private investors, analysts and advisors
- Financial media relations

### Module -3-

#### Financial PR & IR regulations & practices

- Regulations overview and key obligations for listed companies
- Regulatory announcements and the PIP system
- The role of external advisers

### Module -4-

#### Corporate governance practices

- The Combined Code and Sarbanes-Oxley
- Corporate governance rating organizations
- The AGM and voting

### Module -5-

#### Communication Strategies

- Communicating your strategy statements
- Understanding & managing your shareholder base
- Delivering value to shareholders

### Module -6-

#### Sustaining investors' performance

- Earnings guidance
- Managing consensus forecasts
- Reporting results – requirements and best practice

## Registration Fees & Schedule...

Fees: 500KD per participant. (Group rate is available)  
Schedule: June 22, 23, & 24, 2008.

For information and registration, please contact:



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