



Investor relations

Develop and maintain relationships of trust with potential shareholders to add business value



Governance and boards

13-14 April, 2020
Dubai, UAE

KPMG Business Academy





Governance and boards

Key learning benefits:



Understand and articulate the equity structure of a company and start a dialogue with an investment company



Understand operational aspects of the investor relations (IR) function



Measure the success of your investor relations program



Course overview

The equity holding of investors, especially the institutional investors in public companies, has increased significantly over the last few years. This has resulted in increased engagement between the institutional investors and the management of companies, across diverse matters including the company's strategy, corporate governance, dividend distribution and appointment of directors among others. Companies today are also facing an unprecedented level of public scrutiny of their management's actions due to the advent of proxy advisory firms and enhanced minority shareholder participation. The investor relations training will equip participants with theoretical knowledge supported by practical examples to manage the function effectively.



Who should attend

This course is recommended for:

- Chief Executive Officers
- Managing Directors
- Chief Financial Officers
- Chief Investor Relations Officers
- Investor Relations professionals
- Experienced professionals moving to an IR role
- Company Secretaries
- Senior executives in finance



Meet your course leader



Meenakshi Sharma
Associate Director I
KPMG Lower Gulf

Meenakshi has over 15 years of experience in investor relations, corporate secretarial activities, corporate governance, strategy, research, and financial analysis across sectors like it, agriculture, chemicals, automobiles, electrical and consumer goods amongst others.

She has extensive experience in conducting professional training on various topics including investor relations, insider trading and corporate governance

She is an International Integrated Reporting Council (IIRC) certified trainer for Integrated Reporting and has advised multiple Indian companies on their IR strategy.

Meenakshi has helped several corporates successfully adopt an effective IR strategy which included effective dissemination of information about company strategy and performance to all the stakeholders.



Course introduction

Day one

Introduction to investor relations

- What is Investor relations
- Investor relations versus public relations
- Evolution of investor relations
- The journey from an unlisted to listed entity

Capital markets and stakeholders

- Working of capital markets
- Various stakeholders

Objectives of investor relations

- Increase in visibility
- Attract investment
- Access to capital
- Liquidity
- Fair valuation

Investor relations department

- Structure of IR department
- Establishing and maintaining IR
- Role of an IRO

Investor interactions

- Conference/earnings calls
- Face to face meeting
- Road shows
- Conferences
- Webcasts and webinars
- Do's and don'ts

IR events

- Plant/facility visits
- Investor days
- Annual general meetings

Day two

IR collaterals

- Annual reports
- Investor presentation
- IR websites
- Press releases
- Fact sheets
- Newsletters
- Do's and don'ts

IR as a strategic function

- IR strategy
- IR program
- IR calendar

Measuring IR effectiveness

- Quantitative measures
- Qualitative measures

Shareholder activism

- Introduction to shareholder activism
- Who is an activist
- Objectives of activists
- Factors that trigger activism
- Methodologies
- How to manage

IR and ESG

- What is ESG?
- Integrated reporting

IR associated rules and laws and regulations

- Region specific

Investor relations

13-14 April, 2020
Dubai, UAE

Early bird 15 March 2020	Participant fee*
US\$1,695	US\$1,895

* Please note that the fee quoted is exclusive of VAT and course fees will be increased by VAT as applicable by law.

All registrations are subject to our terms and conditions which are available at <http://kpmgbusinessacademy.kpmguae.com/TermsandConditions.aspx>. By submitting your registration you agree to be bound by the terms and conditions in full.



KPMG's professional training and management development programs are licensed by the Government of Dubai's Knowledge and Human Development Authority.

© 2020 KPMG Lower Gulf Limited and KPMG LLP, operating in the UAE and Oman, member firms of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved. The KPMG name and logo are registered trademarks or trademarks of KPMG International.

Three ways to register:



| [Register](#)



| ae-fmkpmgacademy@kpmg.com



| +971 4 356 9616

Certificate

Participants who attend all sessions will be awarded a KPMG certificate of attendance.

Payment

To reserve a seat at our courses, please complete a registration form and pay the full fees before the due date. All registrations are subject to acceptance by KPMG and will be confirmed with you in writing.

Cancellation

If, having registered and paid for a place, you are unable to attend the course, a substitute delegate is welcome to attend in your place. Fees canceled seven days or less before the course begins are payable in full.

KPMG reserves the right to cancel this course, change its date or alter the venue, speakers or topics.

Customized training solutions

To create a more tailored learning experience, you may want to run this course in-house. Please contact Saravanan Selvan to discuss further:

Saravanan Selvan
E: sselvan@kpmg.com
T: +971 4 356 9616