



AFCM
ARAB FEDERATION OF
CAPITAL MARKETS



Investor Relations (IR) Explaining IR, the practice & update

2-day Training



4-5 November 2024



9 a.m. to 1 p.m., Beirut time



ONLINE
TRAINING





Description

This 2-day advanced training program is designed to equip CEOs, Directors, and Senior Management with the comprehensive knowledge and skills needed to effectively manage Investor Relations (IR). This course will examine both the technical and behavioral aspects of IR, providing participants with a deep understanding of the latest practices and updates in the field. Through interactive sessions, case studies, and real-world examples, attendees will gain insights into the strategic importance of IR in building and maintaining relationships with investors, analysts, and other key stakeholders. The program will also explore the integration of ESG and sustainability practices into IR, highlighting the evolving expectations of modern investors.



Agenda

1. Define the key concepts and functions of Investor Relations

- 1- Establishing Transparency in Investor Relations:** How companies in the Middle East foster transparency to meet global investor expectations.
- 2- Bridging the Gap Between Management and Investors:** The critical role of IR in enhancing corporate communication with stakeholders.
- 3- IR as a Strategic Tool for Enhancing Market Valuation:** Concepts of how effective IR positively impacts stock prices and corporate reputation.

2. Identify the legislative framework governing Investor Relations

- 1- The Regulatory Environment for Investor Relations in the GCC:** An overview of the laws and regulations shaping IR in Gulf Cooperation Council (GCC) countries.
- 2- Compliance with Securities Laws in the Middle East:** Key regulations that govern investor disclosures and communications in Middle Eastern markets.
- 3- Mandatory Reporting Standards for Listed Companies:** How regulatory bodies enforce financial disclosures and market transparency in the region.

3. Articulate the goals and objectives of Investor Relations

- 1- **Creating Long-Term Shareholder Value through Strategic Investor Engagement:** Exploring how IR helps in shaping a company's value proposition.
- 2- **Investor Relations as a Pillar for Corporate Credibility:** How effective IR fosters trust and builds a solid investor base.
- 3- **Aligning Corporate Strategy with Investor Expectations:** How IR aligns corporate growth strategies with investor needs and market trends.

4. Explain why it is essential for a company to have a dedicated Investor Relations division

- 1- **The Critical Role of IR in Mitigating Investor Uncertainty:** Why a dedicated IR team is vital for maintaining investor confidence in volatile markets.
- 2- **Proactive Investor Relations to Prevent Corporate Crises:** How a structured IR division can help manage market reactions during challenging times.
- 3- **Strengthening Capital Market Presence through Investor Relations:** Why the absence of a formal IR division can undermine a company's standing with global investors.

5. Describe the primary functions of an Investor Relations division

- 1- **Building and Sustaining Investor Confidence:** Key activities of an IR division that help in fostering trust and engagement.
- 2- **Managing Investor Communications during Earnings Season:** The IR division's role in delivering transparent and timely updates to stakeholders.
- 3- **Facilitating Two-Way Communication with Institutional Investors:** How the IR division acts as a bridge between company leadership and key investors.

6. Analyze how Investor Relations interacts with financial markets

- 1- **IR's Role in Driving Liquidity and Market Performance:** How IR influences trading volume and liquidity in the stock market.
- 2- **Investor Relations as a Barometer for Market Sentiment:** Understanding the symbiotic relationship between IR activities and stock price movements.
- 3- **Impact of Earnings Guidance on Stock Prices:** How IR departments manage expectations and market reactions through financial forecasting.



7. Identify the outcomes of successful Investor Relations strategies

- 1- Enhancing Market Valuation through Strategic Investor Relations:** Analysing the link between effective IR and enhanced stock performance.
- 2- Building a Loyal Investor Base:** How successful IR strategies foster long-term relationships with institutional investors.
- 3- Strengthening Corporate Reputation:** How good IR practices build credibility and trust in the eyes of investors and analysts.

8. Utilize best practices for effective communication and relationship management with investors

- 1- Leveraging Digital Platforms for Real-Time Investor Engagement:** Best practices for using digital tools to communicate with investors.
- 2- Investor Relations in a Post-Pandemic World:** Adapting communication strategies to the challenges of virtual meetings and digital conferences.
- 3- Personalizing Investor Communication for Different Stakeholder Groups:** Tailoring communication approaches to institutional vs. retail investors.

9. Compare the stock exchanges of surrounding countries with major international exchanges

- 1- Comparing the Tadawul and Dubai Financial Market with NYSE and LSE:** Analyzing how Middle Eastern exchanges differ in terms of liquidity, regulation, and investor behavior.
- 2- Market Depth and Investor Access in MENA Exchanges vs. Global Markets:** A comparative study on market accessibility and diversity of investors.
- 3- The Role of Sovereign Wealth Funds in Middle Eastern Stock Exchanges:** How sovereign funds shape market dynamics compared to institutional investors in global exchanges.

10. Discuss the trends and practices of Investor Relations in different markets

- 1- Evolving IR Practices in the Middle East vs. Western Markets:** How globalization and cross-border investments are influencing IR practices in the region.
- 2- The Rise of ESG (Environmental, Social, Governance) Reporting in Middle Eastern Investor Relations:** The growing emphasis on ESG transparency in the region and its impact on IR.
- 3- Technology's Role in Transforming Investor Relations:** The adoption of artificial intelligence and data analytics in IR practices across different markets.





Investment



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Online Training



500\$ (AFCM members)
600\$ (Non-members)

About AFCM Training & Development Unit

AFCM Training & Development Unit is the leading training entity in the capital market industry in the region.

We offer awareness-based training programs, that upscale your teams' and senior management's performance through virtual, onsite and self-paced learning sessions. In this era of massive transformation, we succeeded in integrating Learning Development into the working environments of the capital and financial markets across the Arab region.

One of our core values is providing the best financial education, by partnering with top-notch international learning providers and consultants to cater to our members', affiliates' and the public's ever-growing needs. Another key area we focus on is raising awareness about the new practices, developments, opportunities and challenges affecting the landscape of the financial world by hosting and managing virtual and onsite webinars, events and awareness campaigns.

We aim at helping our clients incorporate and profit from the changes and innovations that are shaping the future of the Financial Services Industry by providing vibrant learning experiences.

Contact Us

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