Introduction to Investor Relations & Financial PR

2-3 Hours
Online Course

Following on from "Introduction to Capital Markets", learn the fundamentals of Investor Relations and financial PR, including typical objectives, activities and communication strategies. You will understand what makes your target audiences tick and how best to communicate with them, whilst remaining within the regulations.

OUTCOMES

- Understand the context for Investor Relations and financial PR activities
- Appreciate how your key target audiences think and how best to interact with them
- Gain an overview of the rules and regulations for financial communications globally, including the financial calendar

WHAT YOU WILL LEARN

The Big Picture
- Capital markets recap
- Objectives of financial comms
- Why does share price matter?

Regulations for Listed Companies
- Regulations overview
- Avoiding market abuse
- Dealing with price-sensitive info
- Making information public
- Financial calendar - Europe & USA
- What it means for IR & financial PR

Financial Communications In-House
- Who does what?
- Typical reporting lines
- IR policy

Key Financial Audiences
- Portfolio managers
- Sell-side analysts
- Financial media
- Writing news releases

Summary and Conclusion
- Typical IR activities
- Typical financial PR activities
- Typical financial communications programme?
- Typical reporting lines
- IR policy