

#### Introduction:

Investor relations involve the strategic dissemination of important and accurate information that allows members of the investment community to evaluate the fair market value of a company's shares and financial instruments. The field of investor relations has expanded rapidly in recent years, becoming a vital part of corporate strategy. This training course on the Essentials of Investor Relations and Public Relations introduces participants to key concepts, practical applications, tools, and the latest developments in regulatory compliance, communication strategies, and investor relations techniques.

It is essential for professionals engaged in corporate communications to understand the distinction between investor relations and public relations. Investor relations primarily involve maintaining effective relationships with the investment community, including shareholders and analysts. In contrast, public relations deal with managing the company's overall image and communications with the wider public.

This course also covers how investor relations are managed during significant financial milestones such as an initial public offering. In such scenarios, investor relations focus on delivering transparent, strategic financial communication that helps potential investors accurately assess the company's value and growth potential—factors critical to a successful public offering. Whether dealing with publicly listed companies, banking institutions, or storage corporations, understanding how to execute investor relations effectively is critical.

This comprehensive training provides a foundation for professionals looking to strengthen their capabilities in investor relations. It covers best practices for financial disclosure, regulatory requirements, reputation management, and the use of modern digital platforms. It also explains how to align public relations with investor expectations and enhance corporate transparency.

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#### Intended Audience:

This course is designed for professionals responsible for managing investor and stakeholder communications, including:

- Professionals working in investor relations
- Managers of sustainability and environmental, social, and governance (ESG) initiatives
- Members of company boards and directors
- Managers overseeing corporate communication and public relations
- Financial analysts and advisors

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#### Learning Objectives:

Upon completing this training course, participants will be able to:

- Comprehend the essential principles of both investor relations and public relations
  - Develop clear and effective communication strategies directed at investors and stakeholders
  - Strengthen and manage long-term relationships with shareholders and the broader investment community
  - Understand the requirements of financial reporting and regulatory disclosures
  - Improve media engagement and learn how to prepare and manage press communications
  - Respond effectively to investor questions and concerns
  - Apply best practices in reputation and crisis management
  - Utilize digital tools and platforms in the context of investor and public relations
  - Align communication efforts to meet investor expectations and market standards
  - Effectively communicate both financial and non-financial (e.g., sustainability) information to relevant audiences
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#### Core Competencies Developed:

By the conclusion of this course, participants will have enhanced their abilities in:

- Crafting and executing strategic communication plans
  - Engaging and building trust with various stakeholder groups
  - Interpreting and applying financial knowledge
  - Managing relationships with media outlets and journalists
  - Responding to and managing reputational risks and crises
  - Designing effective investor relations strategies
  - Safeguarding and promoting corporate reputation
  - Leveraging digital communication platforms
  - Applying analytical thinking to evaluate investor needs and market trends
  - Presenting complex information in a clear and impactful manner
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#### Course Modules and Topics:

## Unit 1: Introduction to Investor Relations

- Core responsibilities of investor relations professionals
- Internal stakeholders and their roles
- External audiences such as investors, analysts, and regulators
- Roles of external investor relations consultants and advisors

## Unit 2: Overview of Financial Markets

- Global financial systems and market structures
- Understanding primary versus secondary markets
- Types of equity investors and debt investors
- The rising influence of sustainability and environmental, social, and governance (ESG) factors in investment decisions
- Other key participants in financial markets

## Unit 3: Corporate Structure and Governance

- Legal definitions and structures of corporate entities
- Role and structure of share capital
- Responsibilities of financial auditors
- Corporate governance frameworks and principles
- Industry associations and periodic regulatory reviews relevant to investor relations

## Unit 4: Ethical Conduct and Market Regulation

- Overview of global market regulations and governing bodies
- Identifying and managing unethical market behavior
- Types and formats of official announcements and disclosures
- Requirements for listing, sponsorship, and investor documentation
- Guidelines on transaction classifications
- Rules established by regulatory panels such as those overseeing corporate takeovers
- Special regulations applicable to companies listed on alternative investment markets

## Unit 5: Corporate Reporting

- Types of periodic reports and their required contents
- Structure and components of the annual report
- Disclosures related to sustainability and non-financial performance

- Supporting materials:
  - Frameworks for sustainability and ESG reporting
  - Methods for determining material ESG issues and collecting relevant data
  - Additional regulatory requirements for non-financial reporting

#### Unit 6: Accounting, Valuation, and Investment Strategy

- Key elements and structure of corporate financial statements
- Use of financial ratios in performance evaluation
- Financial forecasting and developing consensus estimates
- Techniques for investment assessment and valuation
- Methods to determine a company's financial worth
- Comparison of relative valuation models
- Application of absolute valuation models
- Fundamentals of portfolio theory and investment diversification

#### Unit 7: Effective Investor Relations Practices

- Managing the investor relations program across an annual cycle
- Profiling current shareholders and identifying target investors
- Applying investor relations principles in stakeholder engagement
- Techniques for clear, consistent, and impactful investor communication

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This course equips professionals with the knowledge and skills required to navigate investor relations successfully in today's complex business environment. Participants will emerge with a deeper understanding of how financial communication, stakeholder engagement, and corporate transparency collectively enhance organizational value and trust in the marketplace.