

Theory and Practice of Investor Relations: Improving your firm's investment profile

Designed for:

- Experienced investor relations professionals from a broad spectrum of industries and firms
- Executives concerned with formulating an effective investor relations strategy to improve their firm's investment profile

Takeaways

During this program, you will increase your understanding of factors that influence equity valuation, explore how domestic security markets function and gain new insight into how an analyst processes information. You will acquire information to help your firm determine an effective disclosure strategy, and build your proficiency in designing, implementing and evaluating an investor relations program.

Unique Feature

In addition to classroom lectures and discussions, this weeklong program includes a realistic trading simulation in which participants act as market makers who trade against each other to try to make the most trading profits. The simulation illustrates how real-world trading takes place and how prices are set on electronic exchanges.

Program Focus

Finance Fundamentals

(Optional Sunday session)

- How present value analysis can be used to price equity and fixed income securities
- Methods to measure a firm's cost of capital
- The efficient markets hypothesis and how it affects security prices

The Investment Process

- Valuation techniques used by investors to price a firm's stock
- Accounting measures that have the greatest impact on stock price
- How investors assess the quality of a firm's earnings

The Capital Markets

- Liquidity — why does it concern both investors and firms?
- Differences in the way major capital markets (NYSE, NASDAQ, CBT, etc.) provide liquidity
- How dealer markets function, and how market-maker participation and liquidity are determined
- Floor trading versus computer trading

Corporate Governance

- The role of the board in corporate governance
- The disciplinary function of mergers and acquisitions
- The role of shareholders and shareholder activism

Issues in Disclosure

- Legal requirements for structured and unstructured disclosure
- How investor relations professionals can talk to investors without violating SEC regulations
- The role of the press in disclosure
- Attributes of firms with disclosure liability problems

The Practice of Investor Relations

- Investor relations program goals
- Activities that are most effective in achieving the program's goals
- Measures used to evaluate the effectiveness of an investor relations program
- Current "hot" topics in investor relations



CPE Credit

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"An excellent mix of information for both the beginner and the advanced investor relations professional."

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Investor Relations Director, AT&T

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