

Three ways of registering

1. Register online at www.irmagazinetraining.com.
2. Complete the form below and fax to +44 20 7490 4349.
3. Email your registration details to events@thecrossbordergroup.com.

Inquiries contact: Henry Xiao

Telephone: +86 21 5220 7134

Email: henry.xiao@thecrossbordergroup.com

I would like to attend:

- Shanghai, the Eton Hotel, Tuesday, April 7
- Beijing, the Presidential, Thursday, April 9

Delegate information

Name	<input type="text"/>		
Job title	<input type="text"/>		
Company	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>		
Postcode	<input type="text"/>	Country	<input type="text"/>
Telephone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		

Delegates are invited to bring along examples of:

1. IR presentations
2. Annual reports
3. Printouts of IR websites

Attendance fee: US\$985 per day

Every participant will receive a certificate of attendance.

Payment details

Please charge my credit card: MasterCard Visa Amex

Card number

Expiry date Cardholder's name

All credit card payments will be processed in sterling at the prevailing exchange rate.

Signature <input type="text"/>	Cardholder's address (if different from listed address) <input type="text"/>
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Terms and conditions of registration

An email confirmation will be issued upon receipt of your form and payment. Your credit card will be charged immediately for the full amount to confirm your registration.

Cancellations, substitutions and refund policy

All requests for cancellations must be received in writing by March 7, 2009. Phone cancellations will NOT be accepted. If you are unable to attend, a substitute delegate is welcome to attend in your place at no additional charge. Cancellations received after March 7, 2009 will be subject to an administration fee of 30%. Payment in full is required before the event.

IR Magazine Training Seminars 2009

Exploit the power of
investor relations to
increase market value

Seminar dates

Shanghai
April 7

Beijing
April 9

A one-day training
course designed
to sharpen your
international investor
relations skills and
help you maximize
your company value

Exploit the power of investor relations to maximize market value

Seminar agenda

The seminar is a full day course which runs from 9.15am to 4.30pm. Refreshments and lunch will be provided

Course summary

IR magazine presents two training sessions, in Beijing and Shanghai, designed to help you deliver effective investor relations to the international financial community. This course provides an introduction to the profession of investor relations (IR), and will focus on the knowledge, abilities and characteristics required to be a successful IR professional.

Topics include:

- ❖ The role of IR
- ❖ Disciplines relevant to the IR function
- ❖ Fundamentals of financial communications and disclosure
- ❖ Industry and company analysis
- ❖ Strategic objectives of an IR program
- ❖ IR efficiency measurement techniques.

Who should attend?

- ❖ Investor relations professionals
- ❖ Chief executives and finance directors new to IR
- ❖ Company secretaries
- ❖ Corporate communications staff

Method of learning

IR Magazine Training is a day of case studies, practical exercises and interaction with your peers. You will learn through:

- ❖ Structured group assignments, with constant feedback and evaluation
- ❖ Comparing a range of annual reports, websites and IR material
- ❖ Special in-class exercises and self-assessment instruments that let you practice and refine your skills
- ❖ Assessing IR case studies to see how to get your IR right (and avoid common mistakes)
- ❖ Examining a choice of international financial presentations and discovering how to send out a compelling message.

Four things you will take away

- ❖ Best practice: expert advice enables you to build your IR organization
- ❖ Helpful and practical tips and successful ideas to improve your IR output
- ❖ An action plan to develop your company's disclosure policy, annual report and IR website
- ❖ Tools such as financial calendars, financial press release templates and perception study sample questionnaires

Course objectives

By the end of the day, you will be able to identify what makes world-class international investor relations and have the skills to deliver the messages that matter to investors, analysts and the media, all of which are designed to help improve your company's valuation.

Developing an effective investor relations strategy

- ❖ Gain a comprehensive understanding of the principles of investor relations.
- ❖ Identify the benefits of IR for public companies competing for capital.
- ❖ Define the objectives of your company's international IR strategy.

Building an efficient investor relations organization

- ❖ Understand and comply with legal framework and disclosure requirements.
- ❖ Create a professional and cost-effective IR infrastructure.
- ❖ Establish the central role of the IR officer as a bridge between the company, its management and the financial markets.

Implementing international IR best practices

- ❖ Identifying, attracting and retaining shareholders, and analyst and media coverage.
- ❖ Proactively market your company to establish the strength of your brand to existing stakeholders.
- ❖ Target audiences in your home market and abroad.
- ❖ Learn how to deal with crisis communications to boost investor confidence and restore public trust.

Measuring the value of investor relations

- ❖ Develop your own IR performance evaluation framework.
- ❖ Measure the return on investment of your IR program.
- ❖ Evaluate your company's reputation in the financial markets.
- ❖ Feed results into your IR strategy.

Personal evaluation

- ❖ Discuss what you have learned today and your goals for the future.
- ❖ Create a personal action plan for further skills development when you return to the office.

Training expertly led by Anne Guimard

Anne Guimard is the founder and president of FINEO, an international investor relations consulting firm. A certified financial analyst and former chief investor relations officer, Guimard has more than 20 years' experience in research, M&A and corporate finance at leading multinationals and investment banks. She regularly gives courses in investor relations and has just written a new book, *Investor relations: principles and international best practices of financial communications*, published by Palgrave Macmillan.



“By the end of the day you will have received expert advice on how to maximize your firm’s value on the global financial scene, plus helpful tips and ideas from your peers”