

WELCOME to POSTGRADUATE PROGRAMME

The London School of Public Relations – Jakarta

The Leading Graduate School of Communication

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

MASTER OF ARTS IN COMMUNICATION : MARKETING COMMUNICATION

SUBJECT/LECTURER : INVESTOR RELATIONS / Bambang Sumaryanto, MBA, M.Si

E-learning Programme

1ST SESSION

OBJECTIVES

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- Understand the concept and strategy communication with investors as well as raising awareness and building understanding among opinion-makers such as the media and analysts who influence both small and larger investors as well as potential investors.

Overview

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INVESTOR RELATIONS

- *Process of a company conveying appropriate information to investor in order to allow them an informed investment decizion regarding that company (John Palliza)*

- To create and maintain investor confidence, building positive relationship with the financial community through the dissemination of corporate information (Lattimore, et.al)

INVESTOR RELATIONS

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- A strategic management responsibility that INTEGRATE Finance, Communication, Marketing and Securities law to ENABLE the most effective two-way communication between the company, the financial community and other constituencies, which ultimately contributes to a company's securities achieving FAIR VALUATION

(National Investor Relations Institute – NIRI)

What's NOT Investor Relations

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- Cheerleading Function
- Mechanism to make the stock price up

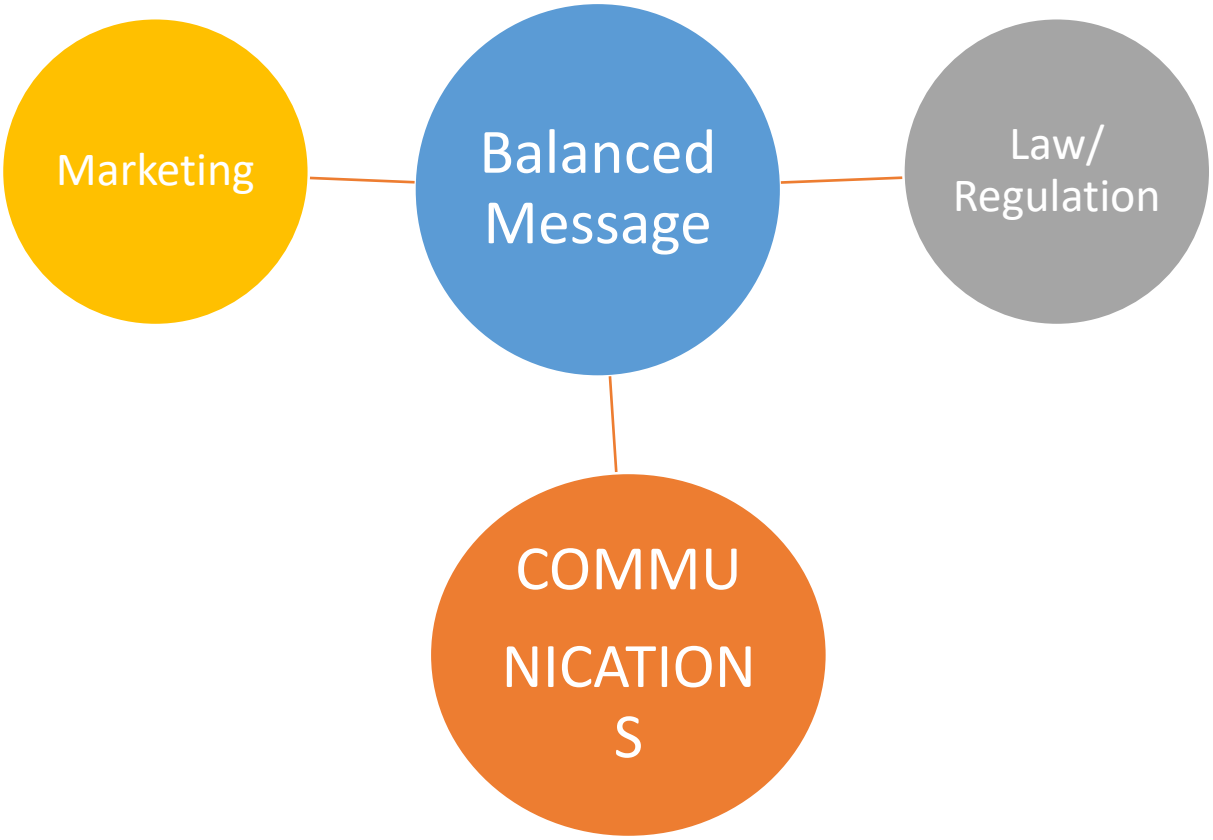
Over Priced & Over Hyped Stock

→Bad in the long run

→Stagnant stock price

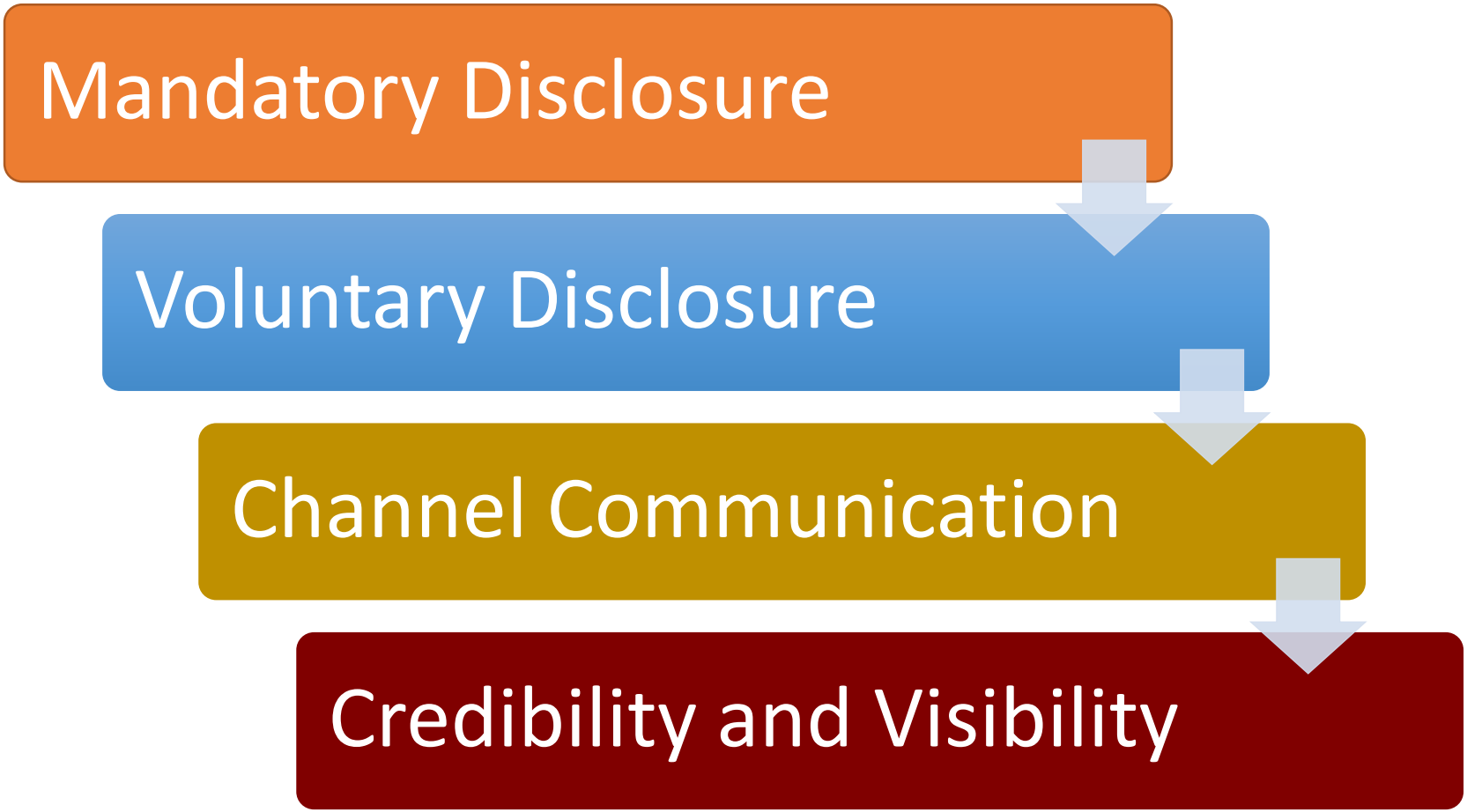
→Sudden downward stock price revaluation

BALANCED MESSAGES



Flow of Information in IR

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Information Flow

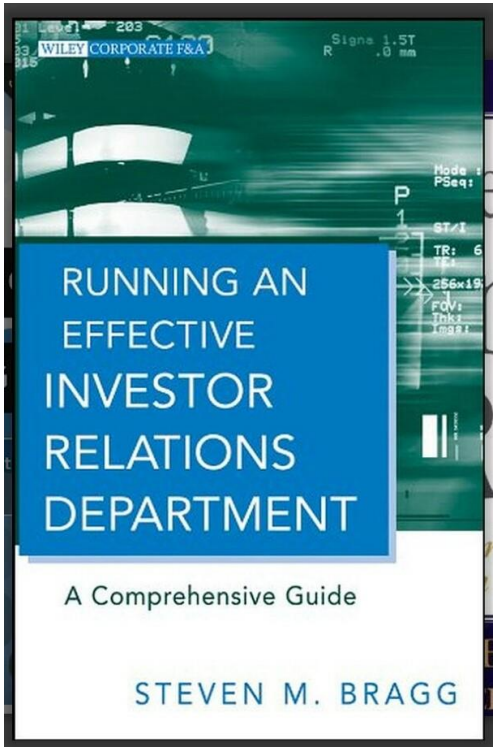
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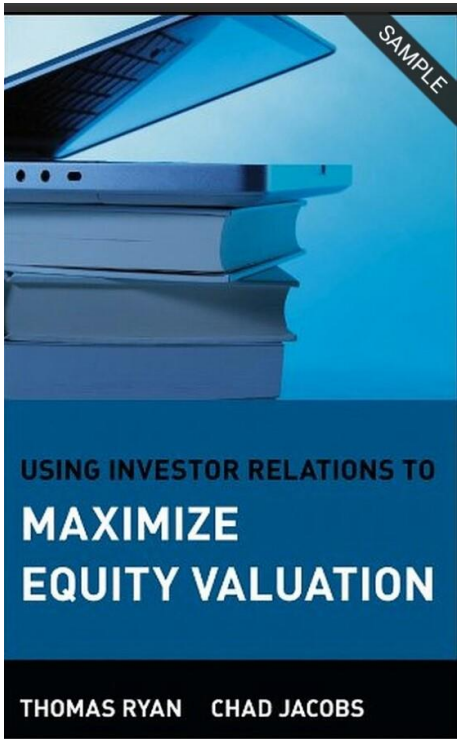
Processing & Filtering of Information

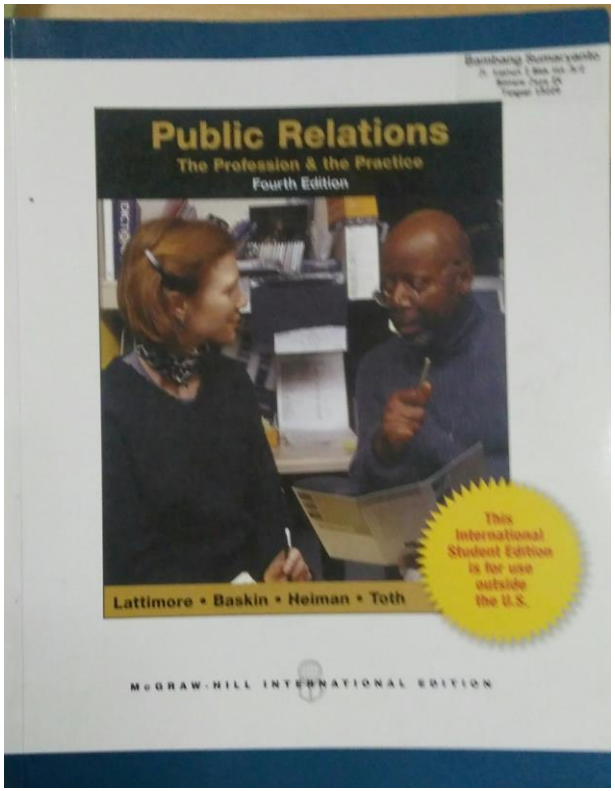
- All information
- Information Selection
- Public Information & Distribution Channels
- Visibility
- Credibility

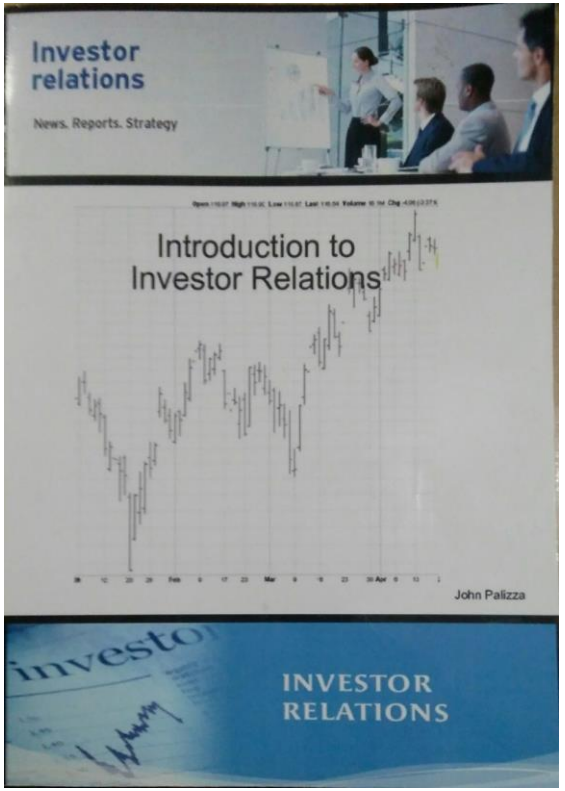
Actions by Potential Audiences

- Investors
- Employee Morale
- Competitor Reactions
- Creditor & Agencies Decision
- Supplier Decision
- Governmental Reactions


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RUNNING AN EFFECTIVE INVESTOR RELATIONS DEPARTMENT
A Comprehensive Guide
STEVEN M. BRAGG


SAMPLE
USING INVESTOR RELATIONS TO
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THOMAS RYAN
CHAD JACOBS


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ROLES & RESPONSIBILITIES IR

SEE YOU NEXT WEEK

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Thank You