

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

9th SESSION

TARGETTING The Audiences

What We Discussed

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1. Understanding The Stock Market
2. Targeting The Buy Side
3. Targeting The Analyst
4. The Research Hurdle
5. The Analyst Motivation & Incentive
6. The Mind and Day of An Analyst

Understanding Stock Market

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- Investigation start from widest → narrow
- Compile all sell-side and buy-side analyst
- Review the list regularly (quarterly review)
- Important for DIALOG in the future

Targeting Buy-Side

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- Create Institutional Holders Report
  - Shows the value and % change in stock held by top insititutional investors
- Run a peer analysis and identify the top shareholders of its comparative base
- Identify the most potential buyer
  - #capital being manages
  - Investment Style (growth or value investor)
  - Portfolio Activity

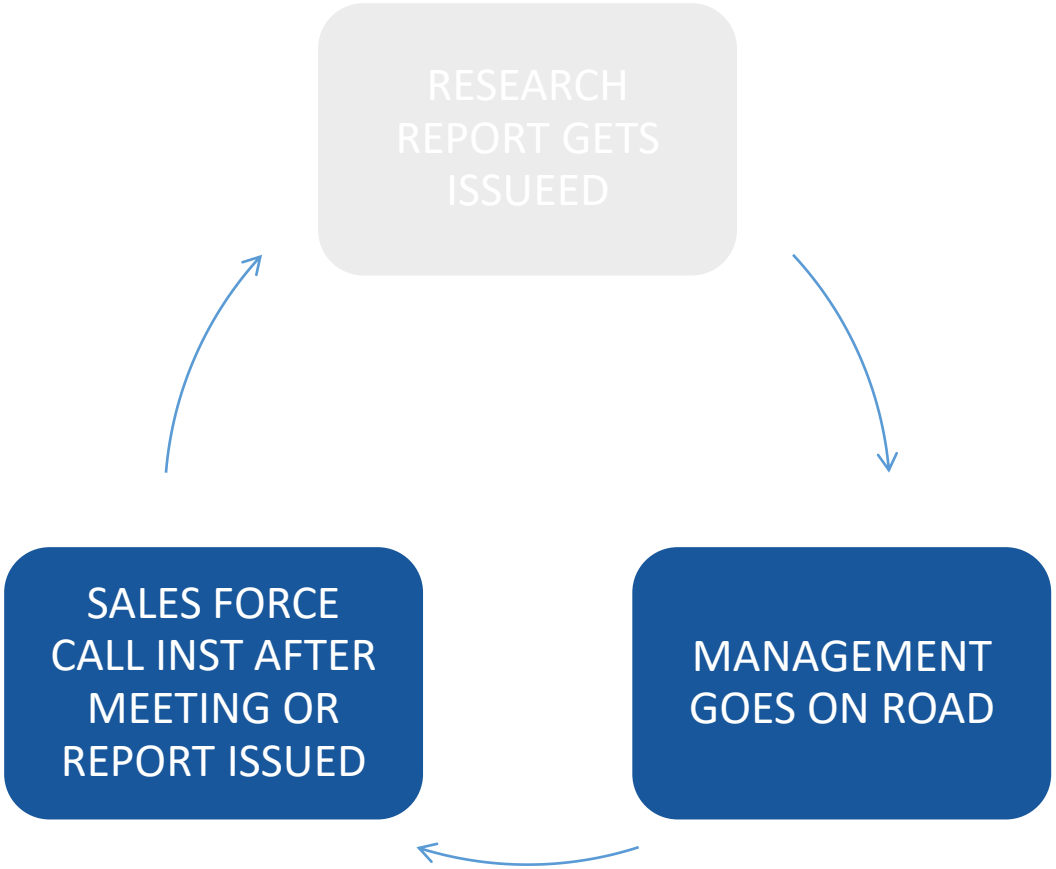
Targeting Analyst

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- Tabulate trading volume by investment bank to identify which companies are trading te most. Information needed
  - Coverage universe
  - All rating
  - Recommendation history
  - Average market cap being cover
  - Preferences
- Sell side analyst is important for buy side & MEDIA

The Virtuous Cycle of Research

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Research Hurdle

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- Analyst limited → select big cap companies
- Identify Analyst who focus on small & med caps
- Understand Analyst's tough job
- Undrstand Analyst motives and Incentives

The MIND and DAY of ANALYST

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- Analyst focus and are absorbed in one industry; understand the hstrory, current situation, the dynamics and the players
- Analyst investidate on daily basis –due diligence, analysis, meeting, conferences, company tour, etc
- Build good relationship depend on how accurate the analyst reccomendation
- Anaslyst need to be counting on managemen and IR – need integrity

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