

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

10th SESSION

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EVENT MANAGEMENT

Event Management

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- Conference Call
- Road Show
- Non-Deal Roadshow
- Annual Meeting
- Plant Tour
- Annual Analyst Meeting
- Analyst and Industry Conferences
- Podcast Dissemination
- Video Dissemination
- Blog Dissemination

Conference call

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- Chance for Investment Community to interact with Management
- Best schedule: Afterrelease Quarterly Report
- Not too formal
- limit max 1 hour and inform at least h-3
- Anticipate any speculative questions
- Scheduled after peer companies conference calls; except if we have bad news
- Record the conf call for who can not attending the call

Best Practices

- Preparation
- Starting Point
- Duplication
- Arrive early
- Buffer time
- Building passes
- Shipping
- Audio/Visual Equipment
- On-site Branding
- Trip Logistics
- Phone List
- Specialist
- Back Up Planning

Presentation Content

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1. Overview
2. Investment highlight
3. Market size
4. Customer
5. Growth Strategy
6. Competitive positioning
7. Financial statement
8. Management Team
9. Summary

Practicing for Event

Anticipate uncomfortable topics, such as

- Antidiscrimination practices
- Conflict with regulatory authorities
- Lay offs
- Manager and director compensation
- Political contribution
- Pollution issue
- Safety Issues
- Succession Plan

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