

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 S, MBA

E-learning Programme

12th SESSION

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INVESTOR PRESENTATION

Running IR Department – Pg 162-164

Presentation

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- Short & to the point
- Not more than 15 minutes
- Maximum slide around 30 slides
- **Focus on first few minutes**

Key Elements

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- Brief Statement about:
  - Strengths & Competitive Factors
  - Core concept that makes it good investment
- Describe the Strategy briefly
- Describe The Company
  - How it distribute ti customers
  - Size of market
  - Reason to choose the market
- Decription of Company's Financial Structure

Should NOT included

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- Skew the focus toward products & services company presentation
  - Investors are interested to invest in the company NOT buy the products
- Overwhelmed Information
  - Focus on Investment Opportunity
- Cluttered or Unclear Visual
  - Small fonts, excessive info and urelated graphics will confuse investor


Thank you!