

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

7th SESSION

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

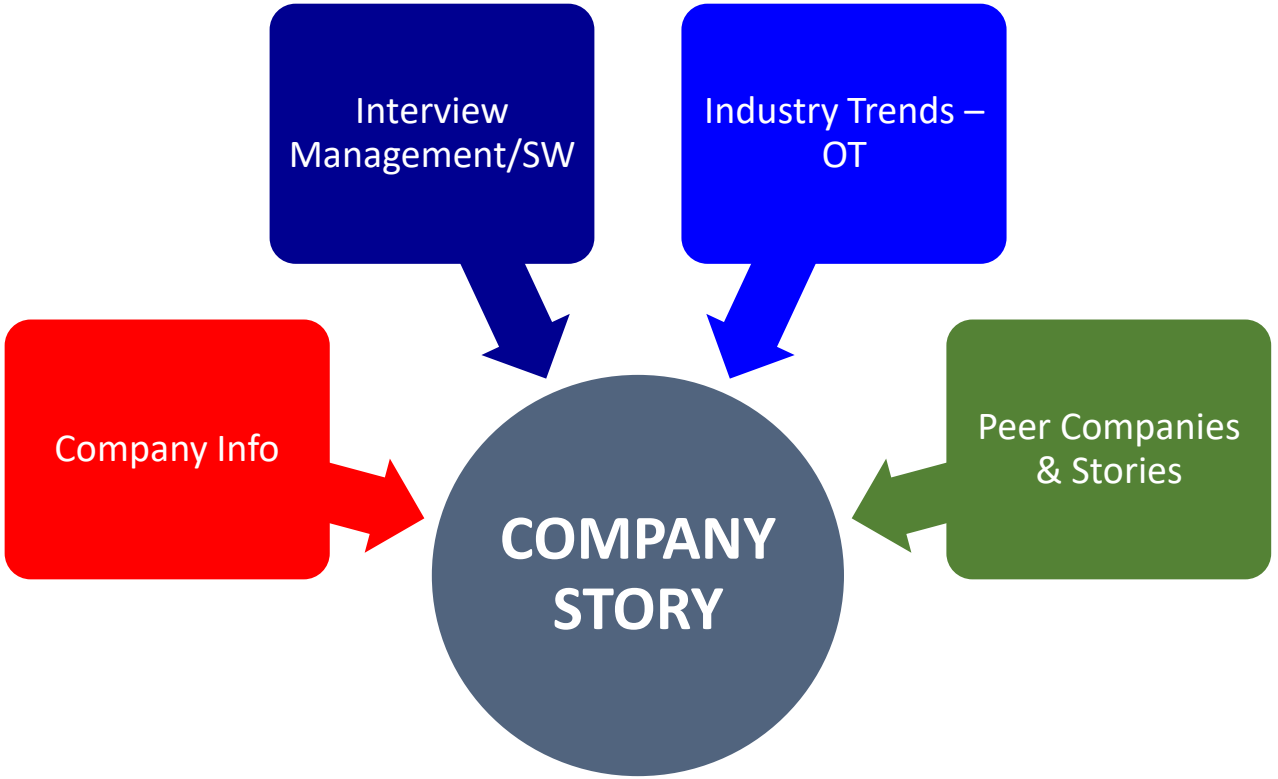
Creating Story

Creating The Story

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

INVESTOR RELATIONS

- A marketing function that uses public relations tools to further the financial goals
- Information is narrowly focused, centering on the company story that must be succint


Interview Management/SW
Industry Trends – OT
Company Info
Peer Companies & Stories
COMPANY STORY

PACKAGING THE STORY

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

STORY L:INE

Basic information

AMPLIFY

Additional Information

ENHANCE

Itemizing Key Customers

TELLING THE STORY

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

- STRATEGIC CREDIBILITY
- CLARIFYING & MITIGATING RISK
- COMPANY REPUTATION
- MATCHING THE COMPANY STORY
- DURATION OF THE STORY
- COORDINATION WITH PUBLIC RELATIONS

COMPANY REPUTATION

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

- ***Corporate Governance***
- ***Accounting Compliance***
- ***Local Community Support***
- ***Customer Loyalty***
- ***Pollution Controls***
- ***Corporate Culture***


Thank you!