

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

E-learning Programme

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

8th SESSION

Public Information

Integrating IR and PR

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- An integrated communications approach offers checks and balances to ensure that each is helping other to put the message forward as effective as possib;e
- Must work under the same Story Boards, Strategy and Messages to all constituencies
- PR should understand the overall Objectives of Management → increase long-term shareholder value
- Media & Stock Market can feed off each other effectively

Communicating through Media

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- PRESS RELEASE
  - Header
  - Dateline
  - Story
  - About The Company
  - Forward Looking Statement
- Linked Press Release with Video
- Notice & Access Press Release Version

DEALING with MEDIA

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- Objective: to build credible long-term relationship with reporters
- Need a high responsiveness to media deadlines.
- Call back after an article was published
- Invite media for plant tours or exclusive interview with executives
- Keep media well informed through formal mailing list
- Develop story lines anf pitching them to media

Electronic Message Board

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- An anonymous forum on which anyone can post messages that can be read by anyone visiting the site
- Need to have an official guidance by the company
- If want to participate
- Key consideration before having a company-operated electronic forum
    1. No Participation
    2. Poor behavious
    3. Staffing
    4. Tone

IR Advertising

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- Scattershot approach to reach broad audiences than [potential investors
- Expensive because need repetition
- Decision made by investor mainly based on opinio leaders advice
- Effective to send messages to shareholders quickly
- Effective during take over contest or proxy fight

WebSite

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- BASIC
  - Stock Price & Trading Volue
  - OJK/BEI Filling
  - IR Contact Information
  - Corp Governance
- INTERMEDIATE
  - Increase stickiness and make visitors stat laonger
- ADVANCE
  - Contains Registration Option
  - Proactively push informarion to registered usuers

IR Public Website & Information

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- Please find two website of public listed companies
- Analyze those two website and compare it
- What's your recommendation to improve it and pls explain your argument
- Dateline: Dec 6, 2017

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