Weekly Discussion

SESI 2

Menurut National Investor relations Institute-NIRI, seorang IR dituntut untuk memiliki kemampuan memadukan aspek keuangan, komunikasi, pemasaran serta peraturan/perundangan yang mengatur pasar saham. Dengan harapan semacam itu, maka apa sebaiknya latar belakang seorang IR? Keuangan, Marketing, Hukum ataukah Komunikasi? Jelaskan pendapat Anda dan bandingkan dengan IR yang saat ini ada di perusahaan publik di Indonesia.

SESI 3

If we plan to expand and need additional fund for new investment, we may get the fund from capital market. Please explain:
1) what's capital market
2) what kind of financial instruments we can use to get the fund? And what's your preference?

SESI 4

Please review the current stock at Indonesia Stock Exchange (JDI)

1. What's PBV and PER
2. How much are the latest average of PBV and PER for two sectors Banking and Consumer Goods AND which company has the highest PER in each sector

SESI 5

We have been discussing two approaches, Traditional Approach and New Approach. Could you please explain the differences in term of:

1. related to relationship with CEO Role
2. related to Corporate Strategic Planning

SESI 6

Indonesia Stock Market (IDX) regulation said that all public listed company must have a Corporate Secretary. Do you think that the qualification for a Corporate Secretary and Investor Relations is different? Please explain your argument.

SESI 7

Please explain 3 (three) stages of development process of Strategic Communication Plan for Investor Relations.
Pick one of the public listed company communication as your example and then analyse it; what their positioning (how they package their stories) and how they deliver the messages.

Note: we don't analyse the Dialog as it's difficult to conclude without interviewing them

SESI 9

We have to include "forward looking statement" in our press release other than historical facts. What's a forward looking statement and are there any obligations or consequences because we put an forward looking statement in our press release?

SESI 10

Please explain in brief how IR determines their target audience.

SESI 11

Event management is a primary duty of the investor relations function because it directly connects the company management team with the investment community.
Why is event management important for the company?

Tips: Please refer to the presentation and Chapter 4 Running Effective IR Department

SESI 12

Why building and maintaining relationships with analysts is important for management?

SESI 13

When do we need to make a presentation to investors? What is the impact if the company does not have an effective presentation?

SESI 14

Based on two presentations we saw in the presentation material, what did you learn and which presentation do you think more effectively conveyed their key messages?