

The Stock Exchange of Thailand and Thai Investor Relations Club

IR Training Group 2/ 2007 – IR Best Practices

August 30 and September 5, 2007 8.30 am – 17.30 pm.

Prof. Sangvian Indaravijaya Auditorium, 3rd Floor, The Stock Exchange of Thailand Building

Day 1 : BEST PRACTICES FOR INVESTOR RELATIONS PROCESSES

Registration: 08:00 – 08:45

Opening Remark: 08:45 – 09:00

First Session: 09:00 – 10:30

Module One: The Core Principles of Effective IR

- What does it mean, Effective IR and what are “Best Practices”
- What are the priorities in Effective IR
- How to get the most value from this workshop

Module Two: Communicating Corporate Identity (B2I Brand) and Value

- Developing and managing your company’s valuable B2I Brand
- *Case Study: Sirius Satellite Radio*
- Current perceptions of value
- The importance of operational and financial metrics when communicating value
- *Communicating Value Case Studies:*
 - A) *Singapore Airlines versus JAL*
 - B) *Toll Holdings versus Patrick*

Second Session: 10:45 – 12:30

Module Three: Understanding the needs of your IR constituencies and knowing how to meet their needs

- Understanding the thinking processes of analysts, investors and the media
- *Case Study: Enron*
- Meeting the needs of IR constituencies
- Dealing with difficult questions

Third Session: 13:30 – 15:30

Module Four: Maximizing executive effectiveness

- How to be an effective IR manager
 - Shaping IR product
 - Shaping constituency perceptions
 - Tracking and targeting investors
 - Adding value to the corporate decision making process through feedback and corporate intelligence
- Maximizing the effectiveness of CEOs and CFOs
- How the Board can and should be involved in IR
- Do’s and Don’ts for executives
- *Effective Executives Case Study:*
Risks and Rewards – Carly Fiorina (Hewlett Packard)

Fourth Session: 15:45 – 17:00

Module Five: IR Crisis Management

- The dynamics of crisis
- IR priorities during crises
- Important Do's and Don'ts for crisis management
- *Crisis Management Case Study:*
 - A) *Snow Brands Milk Products*
 - B) *AWB (The Saddam Hussein/UN Oil for Food Scandal)*

Day 2 : BEST PRACTICES FOR INVESTOR RELATIONS PRODUCTS

Re-registration Process: 08:30 – 09:00

Fifth Session: 09:00 – 10:30

Module Six: Products for maximizing the effectiveness of internal IR processes

- Developing a company IR Plan
- Writing a company disclosure policy
- Preparing high value IR internal reports
- Developing an effective directors' briefing package

Sixth Session: 10:45 – 12:00

Module Seven: Annual Reports

- Understanding your readership
 - Best practices for annual report content
 - Best practices for annual report style
 - Tips for the production of an effective Annual Report
- Activity: Rating your own annual report against the standards of best practice*

Lunch: 12:00 – 13:00

Seventh Session: 13:00 – 14:00

Module Eight: IR Websites

- How the internet enables IR
- Lessons on web site structure and content from user focus groups
- Utilizing the full potential of the internet
- Achieving IR "Best Practice" for your investor relations web pages

Eighth Session: 14:45 – 16:00

Module Nine: IR Press Releases

- Tips on style and content for IR Press Releases

Module Ten: IR Presentations and Investor Kits

- Understanding your audience
- Tips on style and content for presentations
- Achieving IR "Best Practice" for IR presentations
- Developing effective Investor Kits
- *IR Presentation Case Study:*
Coles Group

Ninth Session: 16:15 – 17:15

Module Eleven: IR in Action

- Measuring IR effectiveness
- Comprehensive review of the key points of all the modules of the two day workshop and their integrated application in an IR program
- *IR in Action Case Study:*
Taser International Corporation

Note: Please register for the specific training dates you are invited only.