

**The Stock Exchange of Thailand and Thai Investor Relations Club**

**IR Training Group 1/2007 – IR Best Practices**

August 21 and 23, 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.**