



The foundations of
international best practice
investor relations

Certified Investor Relations Officer

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middle east
investor relations
society

Certified Investor Relations Officer Level 2

The Certification program ensures that individuals engaging in investor relations activities have proficiency in the general ethical and professional standards of the investor relations profession as well as the required knowledge to implement successful investor relations programs.

Based on the globally recognized CIRO program of the German Investor Relations Society (DIRK), the aim of the qualification is to ensure an appropriate level of factual knowledge of regulatory requirements and financial markets in the UAE, which will enable the practitioner to operate competently in their role.

Purpose

Participants will walk away from the IR Certification Training with a better understanding of the professional requirements, opportunities and risks related to investor relations. This includes:

- Legal & Regulatory Framework
- Results reporting and analysis
- Essential Investor Relations Activities
- Investor Communication
- Company Valuation and IR

The seminar will enable you to apply practical knowledge that will significantly enhance the return on investment of your company's and your personal investor relations efforts.

Who should participate:

IR Managers, future IR managers as well as employees and advisors who are active in investor, financial and corporate communication.

AGENDA

Agenda for Level 2 CIRO Workshop

Legal & Regulatory Framework

- Transparency & disclosure requirements
- Materiality of information
- Announcement procedures
- General Meetings (ordinary & extraordinary)
- Best practice example: disclosure policy

Results reporting and analysis

- Financial calendar
- Reporting timeline and procedures
- Financial Statements
- Quarterly Reports (preparation, planning, execution, distribution)
- Annual Reports (preparation, planning, execution, distribution)
- Best practice example: annual report

Essential Investor Relations Activities

- Shareholder ID Program
- Perception Studies
- Investor Targeting

Investor Communication

- IR communications channels and activities
- Investor Meetings, Roadshows, Conference
- IR Website

Company Valuation and IR

- Using financial ratios
- What buy/sell side analysts evaluate.....and how to help them

>> **EXAM**