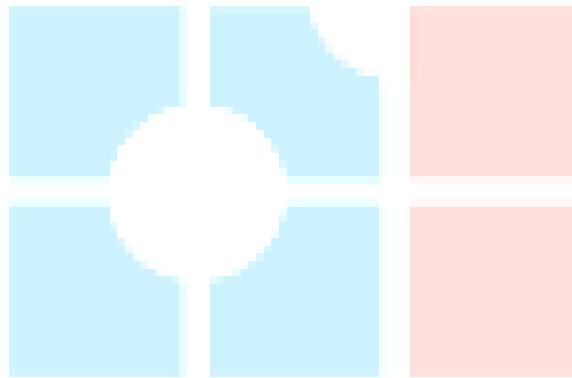


2016

Financial Communications and Effective Media Management

10th August/13th October/01st December

The role of financial communications in public listed companies (PLCs) is becoming increasingly more important these days. In the light of the current market conditions, PLCs need to deal more effectively with their shareholders and stakeholders, both existing and potential. Financial communications encompasses not just communicating with the investment community but also, to a large extent, dealing with the financial media.



COURSE INTRODUCTION

The role of financial communications in public listed companies (PLCs) is becoming increasingly more important these days. In the light of the current market conditions, PLCs need to deal more effectively with their shareholders and stakeholders, both existing and potential. Financial communications encompasses not just communicating with the investment community but also, to a large extent, dealing with the financial media.

A positive and trustworthy relationship between a PLC and the financial media is extremely important; more so in today's well informed society. Many, unfortunately, often perceive the media as a 'bad' thing. But, this should not be the case and the company can indeed benefit in many ways by fostering a positive working relationship with the media.

Thus, there is a need for PLC directors and senior management to have a better understanding and appreciation of how to deal effectively with the media as well as have an overview of best practices and principles of investor relations towards developing and maintaining an effective financial communications policy.

COURSE OBJECTIVES

Upon completion of the course, participants would have gained :-

- a. A better understanding and appreciation of the importance of financial communications to PLCs;
- b. An overview of best practices and principles of investor relations;
- c. A better understanding of the workings of the financial media
- d. The wisdom of the need to develop a positive rapport with the financial media and how to maintain it.

COURSE COVERAGE

Topics to be covered include:

1. The importance of Financial Communications
2. Defining target audiences for PLCs
3. Role and importance of investor relations
4. Role and importance of the financial media
5. Understanding the needs of different forms of media (print, broadcast and electronic)
6. Getting to know the mind of the journalist and reading in between the lines
7. Knowing and using different media tools – e.g. announcement to Bursa Malaysia, press release, press conference, interview, etc

WHO SHOULD ATTEND

Company DirectorS, CEOs, MDs, EDs, CFOs, GMs, Senior management team members, Investor Relations managers, Corporate Communications and PR Managers, Company Secretaries.

METHODOLOGY OF DELIVERY

Lectures facilitated by PowerPoint presentation, case studies discussion and role-playing session.

ADMINISTRATIVE DETAILS

DATE	:	10 Aug/13 Oct/01 Dec 2016
DURATION	:	Half-day(0900 – 1300)
VENUE	:	Hilton Petaling Jaya
FEE	:	RM932.80 per participant (Fee is inclusive of 6% GST)
PAYMENT	:	Cheque is to be made payable to BURSATRA SDN. BHD.

4 CEP POINTS

PRESENTER'S PROFILE

MR S. LOGANATHAN, who is currently the Consulting Editor, Business Times at the New Straits Times, has more than 30 years of experience encompassing the financial media, the Bursa Malaysia group and Perbadanan Insurans Deposit Malaysia (PIDM) as well as the financial communications and investor relations industry.

He started his career as a journalist with Bernama and then with Business Times, where during his six-year stint as a financial journalist, he specialised in writing corporate, stock market and securities industry news and articles.

Loganathan subsequently joined the Bursa Malaysia (then known as the Kuala Lumpur Stock Exchange) group in 1990 and rose through the ranks, holding various senior positions including that as Senior Vice President, Market Development at KLSE. He was the General Manager the Labuan International Financial Exchange when he left the Bursa Malaysia group in 2004 to set up the Malaysian office of Wer-1 Consultants, a consultancy firm specialising in investor relations and media strategy services with its head office in Singapore.

In 2006, Loganathan joined Perbadanan Insurans Deposit Malaysia (PIDM) as its General Manager for Communications and Public Affairs. During his five years there, he was responsible for communications and public relations as well as managing the public awareness programmes of the national deposit insurance agency.

Before joining the New Straits Times in September 2014, Loganathan was a consultant with Bursatra Sdn Bhd. More recently, he was the Client Services Director at Eric Pringle Associates PR Sdn Bhd, an established public relations firm in Kuala Lumpur. Loga graduated from Universiti Kebangsaan Malaysia with a BBA (Hons) degree in 1984.

REGISTRATION FORM

Financial Communications and Effective Media Management

0900 – 1300 hours

➤ Please tick respective date:

10th August

13th October

01 December 2016

➤ Details:

Name of Participant	:				
Designation	:				
NRIC / Passport #	:				
Name of Company	:				
Address of Company	:				
Contact Person & Designation	:				
Tel.#	:				
Fax #	:				
E-mail	:				

➤

TO REGISTER,
PLEASE CALL 03-7958 8001 / 03-7958 8002 OR
FAX REGISTRATION FORM TO: 03-7954 8001 OR
E-MAIL TO: sophiah@bursatra.com.my

Postponement / Cancellation within seven (07) working days prior to the event are subject to a cancellation / postponement fee of 20%. Full amount of the registration fee(s) is chargeable for non-attendance of the participant(s).

Bursatra Sdn Bhd is a registered training provider with PSMB (Reg. No: 520353-U)