



# IR Magazine Forum and Awards Greater China

Friday, December 6, 2019, Conrad Hotel, Hong Kong

**8.00 am**    **Registration and breakfast**

**8.30 am**    **Welcome to the forum and awards**

Laurie Havelock, editor, *IR Magazine*

**9.00 am**    **Future of capital markets in Greater China: Upcoming challenges and opportunities**

In this session, we look at the possible outcomes of factors that are shaping the global economy, its impact on regional capital markets and how it affects your investor outreach. We'll explore US-China trade tensions, turnover of research analysts and budgets following Mifid II, stock-connects, and much more

**9.15 am**    **Remaining competitive by strengthening your ESG communications, activism & crisis preparedness**

With activism and cyber-attacks on the rise and as more mainstream investors integrate ESG into decision making, it is crucial for IROs to understand what investors want to hear, what they don't and how to prepare senior management in the event of an attack.

**10.00 am**    **Case studies from successful heads of IR: Next-gen targeting and benchmarking performance**

Hear from award-winning IROs on how they demonstrate the value of IR, how they measure IR performance, how they work with the c-suite to execute successful investor meetings and attract new pools of investment.

**10.45 am**    **Refreshment break and networking**

**11.15 am**    **Trends in IR communication: A unified approach to amplifying your message**

With increased expectations from investors to provide round-the-clock, accurate and clear messaging, IROs need to better understand how to make their digital toolkit work for them to improve response times. We explore the role of artificial intelligence in IR, website best practice, WeChat and social media messaging.

**11.45 am**    **Changing investor perceptions in 2020: Q&A with the buy-side**

Discover what keeps your most important audience up at night. Hear fund managers speak candidly about their pet peeves and most desirable IR traits. We'll also discuss how the trend of large institutions taking corporate access in house is taking shape in Asia. Clarify your equity story for 2020 after hearing about the challenges the investment community see for businesses in the horizon.

**12.30 pm**    **Networking lunch and awards presentation**

**2.00 pm**    **Event concludes**