

IR MAGAZINE FORUM – SOUTH EAST ASIA

Tuesday, December 8, 2020

Live: 9:00 am to 1:00 pm (SGT)

This event will be held virtually and available on replay

Agenda

Timings in Singapore Standard Time (SGT)

- 8.45 am **Welcome to the IR Magazine's South East Asia Forum**
- 8.50 am **Opening remarks from the chair**
- 9.00 am **Big picture trends: Looking ahead to 2021**
To start the day, this session considers the wider trends of the market and the impact of the pandemic, both regionally and globally. We will discuss how investor interest in the region is shifting, the potential shape of the markets come 2021 and the implications for investor relations.
- 9.30 am **A shift in communication strategy: Increasing engagement in a virtual world**
Digitalizing the IR offering has created a number of new practical challenges and new technologies have entered the IRO's daily remit at an accelerated rate. This session will give practical advice on the dos and don'ts for better virtual meetings, and discover creative ways to share your equity story digitally.
- How are IR teams successfully emulating in-person engagement during lockdown?
 - What strategies are IR teams implementing to attract new international investors in a virtual world?
 - Which digital tools can help IROs improve their online offering?
- 10.30 am **Meet the attendees!**
Take some time to connect with another attendee via the networking feature where you will be matched at random with a fellow attendee for a 5-minute chat.
- 10.45 am **How to adapt your equity story and get buy-in for the long-term vision of your company**
During times of market volatility, public companies need to communicate the impact of short-term challenges, and can benefit from reinforcing their long-term value proposition. This session will discuss how IROs across different sectors can successfully communicate with analysts and investors during difficult times.
- How can IR learn from peers across sectors to adapt their business and message to new norms?
 - In what ways can IR react to the entrance of new investors?
 - How to communicate your adaptability and short-term successes during times of change.
- 11:45 am **ESG: Shaping the company to be resilient & sustainable**
As the pandemic has brought many social issues to light, companies and investors are increasingly considering the integration of ESG in companies. This session will discuss the evolving investor expectations on environmental, social and governance issues, and how companies in South East Asia can react to investor needs.
- How are investor attitudes toward ESG issues changing in South East Asia?
 - How can companies integrate non-financial disclosures to improve ratings on social governance?
 - What does the buy-side want to hear from investors with respect to ESG?
- 12.45 pm **Closing remarks and 1:1 networking**
- 1.00 pm **IR Magazine Awards South East Asia Ceremony**
Celebrate IR excellence with your peers and tune in for our virtual IR Awards ceremony.