

IR Magazine Forum – South East Asia 2021

Perfecting the 2022 communications strategy and keeping up with digital trends

Tuesday, December 7

As the world returns to a blended approach of in-person and virtual meetings, year-end is a good time to finalize your engagement strategy for the next year. This event is designed to help IR learn from peers and harness the most innovative digital strategies, understand what is expected by new potential shareholders on topics such as ESG, and discuss the best tools and approaches to get the company message across to new investors.

Full agenda

All times are in Singapore Standard Time

- 09.00 am **Welcome to the IR Magazine Forum – South East Asia 2021**
Networking and opening remarks from the chair
- Laurie Havelock, editor-at-large, *IR Magazine*
Speaker, TBC, **Singapore Stock Exchange**
- 09:30 am **Macroeconomic trends and investor sentiment on South East Asian stocks**
To open the forum, this big-picture session will assess key capital markets trends across South East Asia. We will discuss:
- Which investors are increasing their presence in the region
 - Prospects for economic activity in 2022 and the current financial environment.
- Laurie Havelock, editor-at-large, *IR Magazine*
Joshua Lee, senior portfolio manager, **Bank of Singapore**
- 10.00 am **The new digital toolkit for telling the company story**
This session explores the challenges of establishing the most effective digital messaging and communications strategy. As the world moves to a blended approach to engagements with stakeholders, IR can benefit from honing the

latest digital communications strategies to get their message out there. In this session we will discuss:

- The latest tools and tactics the IR community are using to perfect their digital storytelling
- Best practice approaches for digital communications of the company's specific story to investors who are new to the region
- How should IR be thinking about NDRs and investor days over the next year.

Tim Human, senior reporter, *IR Magazine*

Melissa Vergel de Dios, head of investor relations and chief sustainability officer, **PLDT**

10.45 am

Meet attendees

Take some time to connect with other IR professionals from across the region on our virtual conference platform. Learn from other teams and meet new peers in our one-on-one chatroom.

11.00 am

How to build an ESG offering that meets investor expectations

As ESG becomes a key pillar of the IR function and an undeniable consideration of investors, now is a great time to develop a strong approach to ESG disclosures and operations. Incorporating regional IR and buy-side analysis from across Asia, this session will discuss:

- Which resources and processes are required to get started on your ESG journey
- What investors are currently looking for when assessing Asian companies from an ESG standpoint
- Best-practice ESG disclosures and dealing with the range of ESG reporting frameworks.

Steve Wade, head of event content, *IR Magazine*

Esther An, chief sustainability officer, **City Developments**

Erwin Groenendal, co-founder and product evangelist, **Tangelo**

Affryll Teo, head of investor relations and sustainability, **Tune Protect Group**

12.00 pm

Meet attendees from across Asia

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12.15 pm

How has the pandemic changed IR? Keeping up with trends and innovations in IR

As the world slowly moves back to a new state of normal working, to what extent has investor relations transformed? This session will discuss the key changes within the investor relations role, how IR professionals can keep up,

and what some of the most innovative strategies are for retaining a competitive advantage. Attendees can:

- Understand the emerging factors contributing to the shift in the IR role, and get updated on what you need to know
- Understand the skillset needed to run a strong IR program in the next five years, and what management teams and boards will be expecting of IR in the future
- Hear how IROs and their teams are currently creating the most value for their companies.

Laurie Havelock, editor-at-large, *IR Magazine*

Elena Arabadjieva, head of investor relations, **Cromwell**

Siew Lu Wong, head of investor relations and corporate affairs, **Sasseur asset management**

Denise Wong, head, investor relations and sustainability, **Ascott Residence Trust**

1.15 pm

Closing remarks and networking

To close the day, take some time to connect with other IR professionals from across Asia on our virtual conference platform. Learn from other regional teams and meet new peers in our one-on-one chatroom.

Laurie Havelock, editor-at-large, *IR Magazine*

1.30pm

IR Magazine's South East Asia Awards

Join us for a celebration of IR best-in-class for our live awards ceremony!

3.00pm

Closing remarks and end of ceremony.