



# South East Asia

Tuesday, December 5, 2023  
Singapore

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## Re-imagine investor relations for the new world

### AGENDA

**8.00 am Registration, breakfast and networking**

**8.45 am Opening remarks: Welcome to the forum**

**8.50 am Re-thinking IR in a new investment landscape**

Unstable markets, the ripple effect of US-China relations on the region, and an increasing number of family offices in South East Asia has created a unique environment where issuers need to change their investor targeting, communication and engagement strategies to win the competition for capital.

Specifically designed to keep you updated with today's investment trends, our opening session explores how the investment landscape is changing, the impact on issuers in South East Asia and how IR teams can adapt their practices to win in an ever-changing environment.

- Identify opportunities by learning which investors are most active in equities in South East Asia
- Learn how changes in the Greater China region are impacting fund flows and competition for capital in South East Asia
- Discover how to win as an IRO and measure your success in volatile times

**09.15 am Reimagining targeting: Using data to turn meetings into share price movements**

In today's market environment finding fund managers who are best positioned to invest in your company is critical and requires an analytical and methodical approach.

In this session, we will explore going beyond peer analysis to provide insight into how to use alternative data to enhance your success during investor meetings.

- Go beyond peer evaluation and learn how to use alternative data sets to identify key investment targets
- Make better use of management's time by identifying the conferences and investor engagements that yield the biggest returns
- Prepare your roadshows better by understanding which portfolio managers will make a significant difference to your stock and how best to engage with investors that can have the biggest impact on your share price



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## 09.40 am **Financial communication in difficult times: How to build credibility and trust**

During periods of volatility, the mindset of investors and analysts become more risk adverse, and require additional assurance to take positions in companies.

Whether it is the impact of interest rates on balance sheets and growth outlook, liquidity concerns or supply chain challenges, a difficult market environment is also an opportunity for IR teams, and their management to build trust and credibility with the capital markets.

This session explores how best to communicate during difficult times, and how to measure the success of your IR efforts.

- Understand your audience: Learn how to adapt your messaging to address what issues are top of mind for analysts and investors in today's environment
- Learn about the metrics required to help the buy-side and sell-side make more informed decisions
- Learn how to communicate forward-looking prospects effectively relative to the region and your peers
- Learn how to measure success from your communications efforts in difficult times

## 10.05 am **Networking break & refreshments**

## 10.30 am **Using AI to supercharge your IR program**

Artificial intelligence is a tool that can revolutionize your investor relations efforts providing efficiencies and allowing IROs to focus on strategy and relationships.

However, due to the number of potential use cases for IR, with few examples of implementation, it is difficult for IR teams to prioritize their efforts in this area and identify risks and opportunities.

This session will demonstrate how companies are using generative AI to improve the efficiency, quality and output of their IR activities, and discuss the future possibilities for the technology within the IR profession.

- Understand which areas of IR can be most effective with the addition of AI
- Hear case studies about how IR teams are using AI within their IR programs and hear practical advice about how to implement AI safely into your IR activities
- Discover how to navigate the security concerns, limitations and risks when using artificial intelligence

## 10.55 am **How to identify and defend against shareholder activism**



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Uncertain markets, low valuations, and reduced returns can result in increased shareholder activist activity as these conditions can be an opportune moment to unlock value.

This session examines the threat of activism in the region, what is unique about the current environment, how best to protect against the threat of activism and what to do if an activist appears in your register.

- Learn how the threat of shareholder activism in South East Asia is changing
- Discover how to deter activists from launching campaigns against your board and management
- Understand how to recognize activist investors in your register, and learn how to act if they do take a position in your company

## 11.20 am **Storytelling: Benchmark your digital IR strategy**

The buy-side's use of IR websites, social media, podcasts and digital media continues to grow in importance, and telling your story effectively, in an engaging way to the right people is increasingly critical for success in investor relations.

This session will teach you how to produce content online, that engages your key stakeholders in the relevant channels, ensuring that you're telling your company story most effectively to more people.

- Understand how best to build your presence in an increasingly digitalized world and keep up-to-date with changes in company websites
- Learn how to use different digital channels effectively and manage misinformation about your company online
- Hear advice on producing content in a narrative form that speaks to all of your stakeholders
- Discover how companies are using rich media to enhance their audiences' experience and increase engagement

## 11.45 am **Investor engagement strategies for success in a hybrid environment**

IR Magazine research has shown that both virtual and in-person participation by Asian IR teams is lower than the global average. Additionally, looking forward, IROs in Asia plan to hold more virtual engagements than IROs in the Americas and Europe.

Most people recognize the benefit of meeting face-to-face, particularly with new and potential investors while also recognizing the cost and efficiency benefits of virtual engagement. This session explores how to make hybrid IR a success in terms of deepening relationships with new and existing shareholders.

- Discover how other IR professionals have adapted to the challenges and opportunities of the new hybrid landscape



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- Learn how to take your virtual engagement to the next level and build strong relationships with your target audience
- Find out how best to utilize your management's time and resources within a virtual framework

## 12.10 pm **The evolution of ESG data and disclosure in South East Asia**

Developments in the regulatory and framework space are affecting the way investors, issuers and key stakeholders in the ESG ecosystem consume data produced by public companies.

This session examines how the sustainability reporting landscape is changing, and how companies can react as it relates to their collection and management of ESG data.

- Learn how the Monetary Authority of Singapore's launch of a public consultation on an industry code of conduct for ESG rating agencies and data products, and Thailand's publication of a sustainable finance taxonomy change the ESG reporting landscape
- Understand the impact that the launch of the ISSB standards and Taskforce for Nature-related financial disclosures will have on issuers in the region
- Learn how to prepare, manage and publish data in the current environment and learn how to utilize your ESG data to attract capital to your organization

## 12.35 pm **Ask me anything! Award winners and investors answer all your questions**

Ask any question of leading investors and award-winning IR teams to help answer any of your questions. In an open format, we take questions submitted by the audience and our panel each provide relevant answers based on their extensive experience.

- Hear how award-winning investor relations professionals would solve the challenges you face today
- Learn what is top of mind for investors and analysts right now
- Understand how your peers, and targets consider to be most important for IR teams in the year ahead

## 12.55 pm **Closing remarks**

## 1.00 pm **Networking lunch**

## 2.00 pm **IR Magazine Awards – South East Asia | Winners Ceremony**

## 3.00 pm **End of forum and awards**