

PUBLIC RELATIONS | COURSE BROCHURE

Investor Relations and Financial Communication

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Investor relations builds trust and understanding between companies and the financial community. This course covers the IR function, disclosure obligations, equity story, earnings communication, investor targeting, meetings and roadshows, ESG investor communication and IR measurement.

Clear, consistent financial communication supports fair valuation and investor confidence. This course helps you plan and deliver effective investor relations.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses case studies, equity story workshops, earnings call simulations and Q&A practice.

Course objectives

By the end of this course, participants will be able to:
- Explain the role and scope of investor relations
- Comply with disclosure obligations
- Develop a compelling equity story
- Communicate financial results effectively
- Target and engage investors and analysts
- Communicate ESG information to investors

Target audience

This course is suitable for:
- Investor relations professionals
- CFOs and finance managers
- Corporate communication professionals
- Company secretaries
- Executives of listed or pre-IPO companies



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Target competencies

Participants will develop competencies in:

- Equity story development
- Disclosure compliance
- Earnings communication
- Investor targeting
- Q&A preparation
- ESG investor communication

Course outline

Day 1: Investor Relations Role

09:00–09:54	Purpose of IR
09:54–10:48	Stakeholders
10:48–11:00	IR organisation
11:00–11:30	**Coffee break**
11:30–12:12	IR organisation (continued)
12:12–13:06	Market dynamics
13:06–14:00	Exercise: IR assessment

Day 2: Disclosure

09:00–09:54	Disclosure rules
09:54–10:48	Inside information
10:48–11:00	Fair disclosure
11:00–11:30	**Coffee break**
11:30–12:12	Fair disclosure (continued)
12:12–13:06	Disclosure policy
13:06–14:00	Workshop: Disclosure scenarios



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Day 3: Equity Story

09:00–09:54	Investment proposition
09:54–10:48	Key messages
10:48–11:00	Financial and strategic KPIs
11:00–11:30	**Coffee break**
11:30–12:12	Financial and strategic KPIs (continued)
12:12–13:06	Consistency
13:06–14:00	Workshop: Equity story

Day 4: Results and Engagement

09:00–09:54	Earnings releases and calls
09:54–10:48	Investor targeting
10:48–11:00	Roadshows and meetings
11:00–11:30	**Coffee break**
11:30–12:12	Roadshows and meetings (continued)
12:12–13:06	Analyst relations
13:06–14:00	Simulation: Earnings call

Day 5: ESG and Measurement

09:00–09:54	ESG investor expectations
09:54–10:48	Perception studies
10:48–11:00	IR metrics
11:00–11:30	**Coffee break**
11:30–12:12	IR metrics (continued)
12:12–13:06	Continuous improvement
13:06–14:00	Capstone: IR plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Rome Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Vienna Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,940.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,840.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online