

PUBLIC RELATIONS | COURSE BROCHURE

Investor Relations Fundamentals

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Investor relations builds trust between companies and the capital markets. This course covers the role of IR, investor audiences, disclosure obligations, the equity story, results communication, investor meetings and roadshows, annual reports and websites and handling market-sensitive information.

Clear investor communication supports valuation and access to capital. You will learn the fundamentals of professional IR.

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

Equity story workshops, results announcement analysis, mock investor meetings and case studies.

Course objectives

By the end of this course, participants will be able to:
• Explain the role of investor relations
• Understand investor audiences and analysts
• Meet disclosure obligations
• Develop the equity story
• Communicate financial results
• Manage investor meetings and market-sensitive information

Target audience

This course is suitable for:
• Investor relations officers
• Corporate communication managers
• Finance managers
• Company secretaries
• Executives in listed companies



Course content

Target competencies

Participants will develop competencies in:

- Disclosure
- Equity story
- Results communication
- Investor meetings
- Information control

Course outline

Day 1: IR Role

09:00–10:08	Purpose
10:08–11:00	Capital markets
11:00–11:30	**Coffee break**
11:30–11:45	Capital markets (continued)
11:45–12:53	Stakeholders
12:53–14:00	Exercise

Day 2: Investors and Analysts

09:00–10:08	Investor types
10:08–11:00	Analysts
11:00–11:30	**Coffee break**
11:30–11:45	Analysts (continued)
11:45–12:53	Targeting
12:53–14:00	Workshop

Day 3: Disclosure

09:00–10:08	Disclosure rules
10:08–11:00	Market-sensitive information
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Market-sensitive information (continued)
11:45–12:53	Insider lists
12:53–14:00	Case study

Day 4: Equity Story and Results

09:00–10:08	Equity story
10:08–11:00	Results announcements
11:00–11:30	**Coffee break**
11:30–11:45	Results announcements (continued)
11:45–12:53	Presentations
12:53–14:00	Exercise

Day 5: Meetings

09:00–10:08	Roadshows
10:08–11:00	Q&A
11:00–11:30	**Coffee break**
11:30–11:45	Q&A (continued)
11:45–12:53	Websites and reports
12:53–14:00	Mock meeting

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,840.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
London Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,890.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Rome Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	3 May 2027	7 May 2027	**€1,450.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,890.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Dubai Confirmed dates	28 Jun 2027	2 Jul 2027	**€3,150.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Rome Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Dubai Confirmed dates	23 Aug 2027	27 Aug 2027	**€3,150.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 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

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online