



# TRINETIZEN MEDIA

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## INVESTOR RELATIONS

*One-day or two-day training course for executives*

“Companies need to realise that once they go public, they are beholden to explain their plans and actions to the public,” Yusli Yusoff, Bursa Malaysia CEO.

Many public-listed companies today face significant challenges in attracting investors to their stock. Their true worth to potential shareholders and institutional buyers often gets lost in translation.

Some companies attract publicity only after a crisis hits. By then, it may be too late. The unwanted scrutiny from the media can do serious damage to your reputation and stock value in the long term.

A proactive approach in formulating an effective media and investor relations strategy is the key to unlocking shareholder value. Armed with the right tools and knowledge, you can play a significant role to overcome low visibility and attract a wider following by investors, analysts and the financial press.

Learn how to:

- prepare and send out effective news releases on quarterly financial results, AGMs and EGMs.
- promote your brand and company to shareholders, investors, fund managers and analysts.
- deal effectively with queries from Bursa Malaysia.
- counteract negative publicity, effect damage control.

### BREAK-OUT SESSION

Role play a crisis situation after company has received negative publicity in media.

### GET MEDIA SAVVY:

- Understand the role of media in investor relations.
- How the financial media operates.
- Demystify financial media jargon.
- Dos and don'ts when dealing with financial media.
- The value of cultivating media.
- Case studies in investor relations.

### HOW TO:

- Prepare your CEO for interviews
- Home in on key messages
- Write effective press releases for maximum impact
- Conduct effective media conferences
- Use your email, corporate website, blogs and social networks to inform the media consistently

### WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in news writing, media relations and training for the technology and media industries.

Our trainers are former journalists who consistently conduct in-house workshops for the media including The Star and Bernama as well as public workshops on Effective Media Relations and Investor Relations.

They have trained executives from AMD, Celcom, ExxonMobil Malaysia, Golden Screen Cinemas, Guthrie Group, ING Insurance, Kulim Technology Park Corp, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual, Penang Seagate Industries and Telekom Malaysia, among others.

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