

Developing an Effective IR Plan

EQUITY GROUP
INVESTOR RELATIONS

Now more than ever, it is vital for public companies to develop and implement professional, thoughtful and results-oriented investor relations programs. Companies must tell their stories in a clear, succinct way, and target the most relevant investors and analysts. Management should also engage directly with current and potential investors and analysts on a consistent basis in order to develop relationships and foster understanding of the company's business, strategy, financials and outlook.

5 tips for creating an effective investor relations plan that suits your company:

- 1. Define key goals.** These should be based on the company's current profile and expected corporate milestones.
- 2. Identify top targets on the buy- and sell-side.** These may have shifted due to the company's evolving story and investment characteristics.
- 3. Map out preferred investor events.** Work around earnings events and expected corporate developments. It's important to plan ahead to secure participation in the most productive investor conferences, non-deal roadshows, and perhaps an Investor Day.
- 4. Establish times to assess and refine messaging and outlook.** This will help to ensure that the company sets appropriate expectations for the coming year; building and maintaining credibility is essential.
- 5. Provide insight into management's long-term vision.** This is critical for attracting institutional investors with a multi-year investment horizon.

With decades of experience, The Equity Group builds and communicates investment stories, connects companies with investors and analysts, and implements holistic investor relations programs.

Ready to craft your 2024 IR plan?

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