

## **Listed Company Directors (LCD) Programme LCD Module 6: Investor and Media Relations**

Organised by:	Singapore Institute of Directors
Designed for:	Aspiring and current directors, C-suite and senior management of listed companies
Date:	<b>Friday, 14 July 2017 (inclusive of lunch)</b>
Venue:	<b>Marina Mandarin Singapore</b>
Time:	<b>9.00 am to 12.30 pm (CPD: 4 hours)</b>
SID Member:	\$420.00 (incl. GST)
Non SID Member:	\$550.00 (incl. GST)

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This module is designed to guide companies how to build credibility and goodwill with the investment community through a better understanding and appreciation of their investment merits while fulfilling their continuing communication obligations to shareholders and the investing public.

Investors' engagement and communications are important to a listed company and are explicit principles of the Code of Corporate Governance. The first part of the module guides participants on what they should do and how boards should structure their investor relations' function, and develop their policies and standard operating procedures. The AAA rule in investor relations and best practices in corporate governance will be discussed to empower companies to develop an informed understanding and appreciation of their investment merits.

The second part of the module deals with media relations and it provides guidance on communication techniques in getting key messages across to targeted stakeholders without infringing regulations.

### Course Objectives:

- Provide an understanding of how to structure an effective investor relations function.
- Discuss the disclosure obligations of listed companies.
- Share key communication techniques to get the right message across to target shareholders (via media and other channels)

### Course Outline:

#### 1. Investor relations

- "Listing is a new beginning, not an end" – continuing listing obligations and good investor relations
- Structure, policy and standard operating procedures
- The AAA rule in investor relations
- Good corporate governance and investor relations

#### 2. Communications

- Media communication techniques – getting messages across
- Other techniques and channels for reaching investors

## About the Speaker

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### **Jeannie Ong**

Jeannie was appointed as Chief Strategic Partnership Officer (CSPO) on 8 July 2015. As CSPO, Jeannie leads StarHub's efforts in establishing and maintaining strong strategic relationships with government agencies, content partners, key strategic partners and other complementary companies. She is also responsible for building StarHub's corporate reputation in the areas of Corporate Communications, Investor Relations (IR) and Corporate Sustainability.

Prior to her current role, Jeannie was Chief Marketing Officer. She joined StarHub in 2001 as its Head of Corporate Communications & Investor Relations, and helped bring the company public in 2004. Jeannie and her teams have won multiple awards, including Brand of the Year at the prestigious Hall of Fame Awards 2014; The Green Award at the Asia Communications Awards (2015 and 2014), in recognition of StarHub's significant progress in environmental policies and programmes.

In IR, Jeannie was recognised as the Best IR Officer in Singapore by IR Magazine Awards – South East Asia thrice consecutively in 2014, 2013 and 2012. She and her team made it to the IR Global Top 50 list in 2014. They also clinched the Best IR award (Gold) at the Singapore Corporate Awards thrice (2016, 2013 and 2010).

Jeannie has over 20 years of experience in corporate, financial, marketing and community communications across different industries. She first commenced her communications career with the Civil Aviation Authority of Singapore in 1992. She also held senior IR and regional corporate and marketing communications positions at IPACS and Singapore Computer Systems.

Jeannie is currently the Director of Investor Relations Professional Association Singapore (IRPAS) and sits on the management committee of Global Compact Network Singapore (GCNS). She is also a council member of Singapore-Guangdong Collaboration Council (SGCC) and a member of Business China Singapore, Publicity sub-committee.

Jeannie holds an honors degree from the University of London, where she majored in Economics and Marketing.

### **Registration**

Please register online at [www.sid.org.sg](http://www.sid.org.sg) by **7 July 2017**.

Should you require assistance, contact us at:

The Secretariat  
Tel: 6422 1188  
Fax: 6422 1199

### **TERMS AND CONDITIONS FOR SID COURSES/EVENTS**

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to changes these terms and conditions without notice.

### **COURSE/EVENT REGISTRATION**

A participant is successfully enrolled for the course/event once an invoice is generated.

### **NO CANCELLATION**

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

### **NO-SHOW**

There will be strictly no refund of fees for no-show.

### **REQUEST FOR REPLACEMENT OR DEFERMENT**

Where a participant cannot attend a course, he/she may request to send a replacement or defer the course subject to the following conditions:

1. Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.
2. Deferment of a course to the next scheduled date (for same course) is subject to at least 10 working days prior notice in writing. Deferment is only allowed for half day and full day courses run by SID. An administration fee for each deferment of S\$50 (for half day course) and S\$100 (for full day course) shall apply.

### **CANCELLATION OF COURSE/EVENT BY SID**

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen.

If SID cancels a course, a full refund will be made to the participants.

### **CPD HOURS**

CPD hours/attendance letter is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Assessment Form only at the end of the event.

### **CAR PARK COUPONS**

Complimentary car park coupons, where available, are given on a first-come-first-served basis.

### **PAYMENT POLICY AND OPTIONS**

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment  
Log in to your account at [www.sid.org.sg](http://www.sid.org.sg)  
Select invoice to pay at "My Open Invoices".
2. Cheque Payment  
Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)  
Mail to: 168 Robinson Road, #09-06, Capital Tower, Singapore 068912  
Attention to: Finance Department
3. Telegraphic Transfer  
Bank Name: DBS Bank Limited  
Branch: Raffles Place Branch  
Bank Code: 7171  
Beneficiary Name: Singapore Institute of Directors Account Number: 048-016620-2  
Swift Code: dbsssgsg  
Reference: Please quote invoice number  
(Note: All bank charges are to be borne by the applicant)