



# Strategic Investor Relations Management Course

**"THE ART OF COMMUNICATION IR-VALUE"  
- INVESTOR RELATIONS IN PRACTICE**

ON MARCH 25TH (FRIDAY) AND 26TH (SATURDAY) OF 2011  
AT INTER-CONNECTED STOCK EXCHANGE LIMITED, MUMBAI.

Through well documented strategic Investor Perception Surveys, Peer-Group Analysis and Investor Targeting Surveys, this two day Investor Relations Management Course, operate with highly practical multiple examples from your sector, involving case studies with interactive presentations and group work that leads to more transparency with the investor and analyst audience, a more professional and effective financial communication strategy, that creates value to the company's IR program. During the IR Management Course you will gain insights and ideas for optimizing your domestic and international IR program, and be introduced to new practical and theoretical techniques to measure the impact of IR resources invested.

**Who should attend?** - Investor Relations Officers, Chief executives, Finance directors, Compliance professionals, New entrants to the corporate IR profession, IR and communication consultants / advisors, other advisory professionals from listed companies.

### Learning Outcomes:

Attendees of this course will gain an understanding of:

- ⇒ **Learn** how your Investor Relations strategy can create value for your Stakeholders
- ⇒ **Structure** and implement your IR policy to create a professional IR department
- ⇒ **Deal** with your IR-challenges as a public listed company
- ⇒ **Identify** your targeted investor and analyst audience, and learn to organise effective roadshows
- ⇒ **Establish** your IR communication platform and build successful relationships



### INSTRUCTOR :

Lyngé Blak is a former banker, Eurotop 200 company IR director and venture capitalist, as was from 2003 to 2009 the Chairman & CEO of the International Investor Relations Federation (IIRF) which now has evolved into the Global IR Network (GIRN). In 2003 he founded a Pan-Northern European IR consultancy ([www.lyngelblak.dk](http://www.lyngelblak.dk)) based in Copenhagen, Denmark but has since 2008 developed into Shanghai and Hong Kong specialises in advising international companies in the introduction of investor relations as a strategic management tool in the process of creating visibility, awareness and value for the company's share- and stakeholders. He is also a leading international trainer, with a wealth of experience and practical knowledge, and is teaching investor relations at the Hong Kong Polytechnic University in cooperating with Hong Kong Investor Relations Association.

**Lyngé Blak**  
Owner & CEO,  
Lyngé Blak Investor  
Relations Limited

Fee Structure For The Course	Additional Discounts For IR Society Members!	Jointly Developed and Organised By
<p><b>EARLY BIRD RATE!</b></p> <p>HK\$ 2,100 (Till February 28, 2011)</p> <p>HK\$ 2,300 (After February 28, 2011)</p> <p>Registrations are open till March 10, 2011.</p>	<p>IR SOCIETY India members or their nominees will get a further <b>\$5200 off!!</b></p> <p>Those who enroll for workshop can avail themselves of a whopping discount of 75% in Certificate of Investor Relations costing Rs 19,500/-</p>	<p><b>LYNGE BLAK : INVESTOR RELATIONS</b> <b>FINANSIEL KOMMUNIKATION I PRAKSIS</b></p>

FOR REGISTRATION FORMS & FURTHER QUERIES, PLEASE CONTACT:

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