# Marketing Skills for a Successful IPO in Saudi Arabia

22 – 26 February 2027
Geneva (Switzerland)

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

# Marketing Skills for a Successful IPO in Saudi Arabia

**Ref:** 121224_1080134 **Date:** 22 – 26 February 2027 **Location:** Geneva (Switzerland) **Fees:** 6500 Euro

## Introduction:

This Skills for a Successful IPO in Saudi Arabia course equips participants with the knowledge and skills to market an Initial Public Offering IPO in the Kingdom. It covers the full IPO lifecycle, from preparation and regulatory compliance to branding, marketing execution, and post-IPO reputation management. Participants will explore Saudi market dynamics, including Tadawul Exchange and CMA regulations, and their alignment with Vision 2030.

Practical exercises, workshops, and case studies enhance learning through real-world application. The Skills for a Successful IPO in Saudi Arabia program emphasizes strategic communication, investor relations, and digital marketing tailored for Saudi IPOs. By completion, participants will be able to design effective IPO marketing strategies that build investor trust and long-term brand value.

## Targeted Groups:

This Marketing Skills for a Successful IPO in Saudi Arabia training targets professionals seeking specialized knowledge and skills:

- Marketing managers are involved in IPO campaigns.
- Investor relations officers.
- Finance and strategy executives.
- Legal and compliance professionals.
- Public relations specialists.
- CEOs and senior leaders are planning a public listing.

## Course Objectives:

Participants will achieve the following objectives by completing the Marketing Skills for a Successful IPO in Saudi Arabia course:

- Understand IPO fundamentals and the Saudi market context.
- Comply with CMA disclosure requirements.
- Develop transparent investor communication strategies.
- Build a strong equity story and brand positioning.
- Plan and execute investor roadshows effectively.
- Leverage digital marketing and social media for IPO promotion.
- Manage post-IPO shareholder engagement and communications.
- Ensure sustainable public company branding.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

## Targeted Competencies:

Participants will gain the following competencies during the Skills for a Successful IPO in Saudi Arabia program:

- Knowledge of IPO processes and Saudi capital market dynamics.
- Skills in legal compliance and investor communication.
- Ability to craft equity stories and strategic brand positioning.
- Proficiency in media and digital marketing for IPO campaigns.
- Competence in crisis communication and reputation management.
- Expertise in roadshow planning and presentation skills.
- Capability to maintain investor confidence post-listing.
- Analytical skills through practical case studies and exercises.

## Studying Scenarios:

In this Skills for a Successful IPO in Saudi Arabia training, participants will develop their skills through the analysis of the following scenarios:

- Preparing a marketing plan for a Saudi IPO.
- Drafting compliant press releases and investor FAQs.
- Creating an equity story for institutional and retail investors.
- Conducting a mock investor roadshow.
- Handling negative media coverage and market skepticism.
- Designing post-IPO shareholder engagement strategies.
- Evaluating lessons from successful Saudi IPOs.

## Course Content:

### Unit 1: IPO Fundamentals & Saudi Market Context:

- Introduction to IPOs: What an IPO is, why companies go public, and the role of marketing.
- Saudi Capital Market Overview: Tadawul Exchange, CMA regulations, and alignment with Vision 2030.
- IPO Lifecycle: Preparation, execution, and post-listing phases.
- Case Studies: Successful Saudi IPOs and lessons learned.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

## Unit 2: Regulatory & Compliance Communication:

- CMA Disclosure Requirements: Marketing's role in ensuring compliance with investor communications.
- Legal Boundaries in Promotion: What can and cannot be said during IPO roadshows.
- Investor Relations Basics: Building trust through transparent messaging.
- Workshop: Drafting compliant press releases and investor FAQs.

## Unit 3: Branding & Positioning for IPO:

- Crafting the Equity Story: How to articulate company vision, growth potential, and market positioning.
- Target Audience Segmentation: Institutional investors vs. retail investors in Saudi Arabia.
- Media Strategy: Leveraging local and international financial media.
- Workshop: Developing a compelling IPO pitch deck.

## Unit 4: Marketing Execution & Roadshows:

- Roadshow Planning: Logistics, messaging, and presentation skills.
- Digital Marketing for IPOs: Using social media, websites, and investor portals effectively.
- Crisis Communication: Handling negative press or market skepticism.
- Simulation Exercise: Mock investor roadshow with feedback.

## Unit 5: Post-IPO Marketing & Reputation Management:

- Maintaining Investor Confidence: Ongoing communication strategies after listing.
- Shareholder Engagement: Quarterly updates, annual reports, and sustainability disclosures.
- Brand Evolution: Transitioning from private to public company identity.
- Final Group Project: Create a complete IPO marketing plan tailored to Saudi Arabia.

# Final Insights & Key Takeaways:

Participants will gain practical tools to market IPOs successfully in Saudi Arabia. They will manage communications, ensure compliance, and strengthen the company's reputation after listing.