MERCURY

Essentials of Investor Relations Training Course

22 – 26 November 2026
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
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Ref: 15492_310110 **Date:** 22 – 26 November 2026 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

Investor relations are the strategic communication of relevant information, enabling the investment community to judge the fair value of a company's shares and securities. The profession of Investor Relations IR has seen rapid development in recent years. This Investor Relations and PR Essentials course provides concepts and practices in IR, including practical tools, applications, and research. It encompasses regulations, compliance, communications, and IR practices.

Understanding the difference between investor relations IR and public relations PR for professionals navigating corporate communication. Investor relations focus on maintaining and fostering relationships with the shareholder community. In contrast, public relations encompass the broader scope of managing a company's reputation among various public audiences. Shaping an organization's image and upholding transparency during different processes, such as an initial public offering IPO.

Initial public offering investor relations IR focuses on a company's financial communication strategies to a publicly traded entity. Effective IR strategies ensure that potential investors receive transparent information about the company's value and growth prospects, leading to a successful IPO. During the financial, this Investor Relations and PR Essentials course will develop strategies for public storage investor relations, public bank investor relations, and investor relations for companies.

Professional development in investor relations IR is key for any practitioner seeking to stay ahead in the rapidly evolving marketplace. This Investor Relations and PR Essentials course is designed as comprehensive investor relations training, helping learners better understand investor relationships, their importance, and how they should be managed effectively. Moreover, investor relations PR is crucial in how organizations communicate with investors and the broader market.

Targeted Groups:

- IR professionals.
- Sustainability and ESG managers.
- Board directors.
- Communication and PR Managers.
- Financial analysts.

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Course Objectives:

At the end of this Investor Relations and PR Essentials course, the participants will:

- Understand the core principles of investor relations and public relations.
- Develop effective communication strategies tailored for investors.
- Learn how to build and maintain strong relationships with stakeholders.
- Gain insights into financial reporting and disclosure requirements.
- Master the techniques for managing media relations and press releases.
- Enhance skills in handling investor inquiries and addressing concerns.
- Explore best practices for crisis communication and reputation management.
- Understand the role of digital platforms in investor and public relations.
- Develop strategies to align PR efforts with investor expectations.
- Learn how to present financial and non-financial information effectively.

Targeted Competencies:

By the end of this Investor Relations and PR Essentials training, the participant's competencies will:

- Strategic Communication.
- Stakeholder Engagement.
- Financial Acumen.
- Media Management.
- Crisis Communication.
- Investor Relations Strategy.
- Reputation Management.
- Digital Communication.
- Analytical Thinking.
- Presentation Skills.

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Course Content:

Unit 1: Introduction to Investor Relations:

- Key Responsibilities and Internal Stakeholders.
- External Audiences for IR.
- External IR Advisers.

Unit 2: Financial Markets:

- Global Financial Markets.
- Primary and Secondary Markets.
- Equity Market Investors.
- Debt Investors.
- The Growing Importance of ESG Investing.
- Other Market Participants.

Unit 3: Corporate Entities and Governance:

- Legal Definition of a Company.
- Share Capital.
- Auditors.
- Corporate Governance Codes.
- Investor Industry Bodies and Regulatory Reviews.

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Unit 4: Market Conduct:

- Market Regulation.
- Market Misconduct.
- Regulatory Announcements.
- Publication of Announcements.
- Sponsors, Prospectus, and Listings Rules.
- Classification of Transactions.
- Takeover Panel.
- The AIM Rules.

Unit 5: Reporting:

- Periodic Reports and what they contain.
- Annual Report.
- Sustainability / ESG disclosure and non-financial information:
    - Appendix I: Leading global sustainability/ESG frameworks.
    - Appendix II: Sustainability/ESG materiality and data gathering.
    - Appendix III: Additional information on non-financial and sustainability regulatory disclosures.

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Unit 6: Accounting, Valuations, and Investment Principles:

- Accounts.
- Key Financial Ratios.
- Financial Modelling and Consensus.
- Investment Appraisal and Valuation.
- Valuing a Company.
- Relative Valuation Methodologies.
- Absolute Valuation Methodologies.
- Portfolio Theory.

Unit 7: Effective IR in Practice:

- Managing the IR Program and Annual Cycle.
- Shareholder Profiling and Targeting.
- IR Engagement - Principles in Practice.
- Investor Communication.