MERCURY

Investor Relations Strategy for Executives and Board Members

15 - 19 Mar 2027
Casablanca (Morocco)

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Ref.: 16257_1012804 **Date:** 15 - 19 Mar 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 **Euro**

Introduction:

In today's volatile and competitive global capital markets, investor relations IR plays a vital role in enhancing corporate credibility, ensuring transparency, and sustaining investor confidence. The Investor Relations Strategy for Executives and Board Members training course is for senior-level leaders who shape corporate direction and oversee stakeholder engagement.

This Investor Relations Strategy for Executives and Board Members program equips executives with advanced strategic tools and techniques to align IR efforts with broader corporate goals, ensuring sustained value creation and long-term shareholder trust. Participants will gain deep insights into market expectations, investor targeting, ESG integration, and effective communication strategies during high-stakes financial events.

The Investor Relations Strategy for Executives and Board Members course addresses the challenges of managing investor expectations during periods of uncertainty, enabling proactive and confident leadership. Through practical frameworks and real-world case studies, learners will master the art of navigating investor perceptions in capital markets. Executives and board members will drive IR strategies that resonate globally and build institutional trust.

Targeted Groups:

This Investor Relations Strategy for Executives and Board Members training targets professionals seeking specialized knowledge and skills:

- Chief Executive Officers CEOs are involved in shareholder engagement and long-term value creation.
- Chief Financial Officers CFOs manage financial transparency and investor relationships.
- Investor Relations Officers IROs coordinate communication strategies with investors.
- Board Directors are responsible for corporate governance and strategic investor oversight.
- Senior leaders are preparing for IPOs or capital market expansions.
- Corporate affairs executives are aligning internal strategy with external financial messaging.
- Strategic advisors and consultants supporting executive teams in IR functions.
- Professionals leading ESG and sustainability disclosures within capital markets.

Targeted Competencies:

Participants will gain the following competencies during the Investor Relations Strategy for Executives and Board Members program:

- Strategic thinking in the context of investor relations and capital markets.
- Leadership in financial communication and stakeholder engagement.
- Risk-aware decision-making during earnings announcements and crises.
- Proficiency in crafting investor messages and disclosures.
- Analytical skills to evaluate investor feedback and market trends.
- Expertise in designing presentations, roadshows, and IR materials.
- Knowledge of ESG frameworks and global transparency standards.

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- Capability to align IR objectives with board and executive-level strategy.

Course Objectives:

Participants will achieve the following objectives by completing the Investor Relations Strategy for Executives and Board Members course:

- Understand the capital markets ecosystem and its key players.
- Interpret the regulatory and disclosure obligations affecting public companies.
- Develop a strategic investor relations plan aligned with corporate goals.
- Identify and segment target investor groups based on investment criteria.
- Communicate corporate strategy effectively through earnings calls and roadshows.
- Design high-impact investor presentations that reinforce market credibility.
- Incorporate ESG principles into investor communications and sustainability reporting.
- Strengthen transparency practices to build investor confidence.
- Apply tools for crisis communication to preserve shareholder trust.
- Evaluate the effectiveness of IR strategies through measurable KPIs.
- Formulate proactive plans for managing investor sentiment in volatile markets.
- Lead IR functions with strategic clarity and cross-functional collaboration.

Course Content:

Unit 1: Understanding the Capital Market Ecosystem:

- Define the role of capital markets in corporate value creation.
- Analyze the functions of institutional and retail investors.
- Understand the roles of analysts, rating agencies, and regulators.
- Explore key stock exchanges and investor expectations globally.
- Examine how market sentiment influences stock performance.
- Understand financial reporting cycles and disclosure requirements.
- Assess the role of equity research and investor perception.
- Learn how economic indicators impact investor behavior.
- Identify the evolving role of technology and AI in investor relations.

Unit 2: Building a Robust IR Strategy Aligned with Corporate Goals:

- Define the strategic objectives of an investor relations function.
- Align IR strategy with mission, vision, and business objectives.
- Create internal governance frameworks for IR accountability.
- Identify stakeholders and their informational needs.
- Integrate financial and non-financial messaging consistently.
- Structure IR teams and reporting lines for efficiency.
- Use benchmarking and competitive IR analysis.
- Develop an annual IR calendar and communication roadmap.
- Incorporate performance metrics to measure IR effectiveness.

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Unit 3: Investor Targeting and Engagement:

- Segment investor base by investment styles growth, value, ESG, etc..
- Map investor profiles using data analytics and CRM tools.
- Develop criteria for selecting high-value investors.
- Plan investor targeting campaigns aligned with corporate goals.
- Establish engagement protocols with current and prospective investors.
- Use data-driven insights to customize investor outreach.
- Foster long-term institutional investor relationships.
- Manage investor expectations through proactive communication.
- Leverage investor feedback to shape messaging and strategic focus.

Unit 4: Earnings Calls, Roadshows, and Presentations:

- Prepare executive teams for earnings call messaging and Q&A.
- Create earnings scripts that reinforce investor trust.
- Utilize visual and narrative storytelling in investor decks.
- Organize effective roadshows for institutional engagement.
- Tailor messages to different investor types and geographies.
- Handle challenging questions with composure and clarity.
- Apply techniques to deliver consistent messaging across channels.
- Coordinate with legal and finance teams to ensure compliance.
- Assess post-call sentiment and adjust strategies accordingly.

Unit 5: ESG Reporting & Transparency Practices:

- Understand ESG as a driver of investment decisions.
- Comply with global ESG disclosure frameworks GRI, SASB, TCFD.
- Integrate ESG into financial reports and investor presentations.
- Build a transparent ESG narrative supported by KPIs.
- Manage third-party ESG ratings and performance assessments.
- Engage investors in sustainability and governance topics.
- Ensure consistency between sustainability and investor disclosures.
- Benchmark against ESG leaders in the industry.
- Avoid greenwashing through verified reporting practices.

Unit 6: Managing Investor Expectations During Crisis:

- Define types of crises that impact investor confidence.
- Establish a crisis communication plan within IR frameworks.
- Develop messaging aligned with transparency and reassurance.
- Communicate negative events with credibility and control.
- Navigate media, investor, and regulator pressures simultaneously.
- Manage rumors and misinformation in capital markets.
- Train spokespeople for high-pressure investor interactions.
- Rebuild investor confidence post-crisis with clear roadmaps.
- Analyze crisis outcomes to strengthen future IR planning.

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Final Insights & Key Takeaways:

Investor relations is no longer a reporting function but a strategic imperative for executive leadership. This course empowers CEOs, CFOs, IROs, and board members with the skills to shape market narratives and drive long-term shareholder value. Through practical strategies and scenario-based learning, participants will lead with transparency, engage investors proactively, and navigate volatility confidently. Mastering IR today means securing credibility, capital, and growth tomorrow.

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Investor Relations Strategy for Executives and Board Members

code: 16257 **From:** 15 - 19 Mar 2027 **Venue:** Casablanca (Morocco) **Fees:** 4500 **Euro**

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