

A young man with short dark hair and glasses is smiling while reading a book. He is wearing a blue and white plaid shirt over a grey V-neck t-shirt. His hand is resting on his chin.

**EXECUTIVE
INVESTOR
RELATIONS
COURSE**

A woman with her hair in a bun is smiling while working on a laptop. The image is overlaid with a yellow filter. She is in a library or office setting with bookshelves in the background.

20TH-24TH MARCH 2023

EXECUTIVE INVESTOR RELATIONS COURSE

ALL YOU NEED TO KNOW TO ATTRACT AND RETAIN INVESTORS

ABOUT THE MASTERCLASS

As a corporate executive managing engagement with investors, your role has a direct impact on your company market value. This is a major responsibility, given the competition for investment capital with companies across the world.

What exactly is an effective investor engagement programme? How do you build strong relations with analysts and investors? How should you build an effective investment case? Can you do anything to reduce investor anxiety about emerging

WHAT YOU WILL LEARN

This three-day masterclass tells you what you need to know to attract and retain investors into your company. Leaving you with techniques and toolkits you can put to immediate use. Run in partnership with the Dar es Salaam Stock Exchange (DSE), you will learn how to

- Design and execute a best-practice investor engagement strategy
- Understand how the markets work and what that means for your shareholder engagement
- Construct company and country messaging to build international investor interest
- Understand disclosure and investor engagement regulations
- Know the questions environmental, social and governance (ESG) specialists will ask
- Build your company's profile among media, analysts and shareholders
- Know the questions environmental, social and governance (ESG) specialists will ask



BEST PRACTICE INVESTOR ENGAGEMENT

DAY ONE



9:00 – 10:00 Introducing the Course

- Introductions
- About your trainer
- Understanding your aims from the course



10:00 – 11.00 What is Investor Relations?

- What is investor relations?
- What your shareholders want from you - critical elements of strong investor engagement
- The investor relations toolkit
- How the DSE plans to attract local and offshore investors and what that means for your company



11:00 – 11:30 Networking over coffee



11:30 – 12:30 Regulation, compliance and Investor Relations

- The DSE, a member of the World Federation of Exchanges – what that means for you
- Tanzania's index status as a Frontier Market
- DSE regulations affecting investor engagement
- Regulations affecting listing of SMEs; companies in extractive industries



12:30 – 13:30 Lunch



13:30 – 14:30 Understand the basic market jargon

- Liquidity, volatility, and price discovery
- Different types of investors
- Terminology relating to company listings
- Market trade terms
- Key financial terms
- Key results reporting terms



14:30 – 15:00 Networking over Coffee



15:00 - 16.00 Practical case studies; discussion and learning from colleagues

WHAT DO INVESTORS WANT?



9:00 – 10:00 Reflection



10:00 – 11:00 Presenting a compelling investment case

- Writing a strong investment case
- Practice and discussion
Creating best practice shareholder presentations



11:00 – 11:30 The importance of digital channels to Investor Relations

- Why & when to engage investors using digital channels
- Best practice digital engagement



11:30 – 12:30 Networking over coffee



12:30 – 13.30 Lunch



13:30 – 14:30 The basics of financial statements – overview for beginners



14:30 – 15:00 The financial ratios shareholders want to understand



15:00 – 16:00 The valuation methods most analysts use

- The most-used valuation models
- Giving guidance on analyst valuations
- How non-financial factors impact investment decisions
- Risk and return impacts on investment decisions

DAY TWO

BEST PRACTICE REPORTING & DEEP DIVE INTO ENGAGEMENT WITH ESG INVESTORS



9:00 – 10:00 Reflections



10:00 – 11:00 Investor-friendly financial reporting

- Tell a compelling investment story
- Help the market to interpret your results
- Linking company financials and strategy
- Produce investor-friendly financial statements and commentary



11:00-11:30 Networking over



11:30-12:30 Tell a compelling Investment story



12:30 – 13:30 Lunch



13:30 – 14:30 The growing importance of ESG investors



10:00 – 11.00 What is Investor Relations?

- What is ESG? Terms and concepts that you should know
- Behind the rise of ESG investing
- How fund managers use ESG



14:30 – 15:00 Create a compelling ESG story

- Integrate ESG into your investment story
- Speaking to ESG analysts and investors
- The International Framework and your annual report
- What Board Members need to know about ESG investors
- The most scrutinised ESG data
- Reporting frameworks
- Reporting on climate change



15:00 – 16:00 Case study, discussion and learning from colleagues

DAY THREE

WHO SHOULD ATTEND?

- New IROs
- IR professionals who are looking to improve the effectiveness of current IR activity
- Investor relations teams
- Company secretaries
- Finance and legal executives
- Custodian Banks
- Asset management companies
- Investment banks
- Government agencies and public companies

DSE ACADEMY

Comprehensive, quality education is fundamental for the development and growth of the economy. As part of a Dar es salaam Stock Exchange (DSE), DSE Academy's main objective and activity is turning capital markets expertise into world-class training courses and programmes and making them relevant to the wider financial community of today and of tomorrow. Key Academy assets are our centrality in capital markets, and our internal and external faculty, made up of practitioners, academics, advisors and financial market specialists. Interactive and innovative learning methods make all Academy programmes an inspiring experience





MEET THE TRAINER MICHELLE JOUBERT

Michelle Joubert has decades of experience advising organisations operating across the private and non-profit sectors on growing their sustainability, highlighting their visibility to donors, and enhancing awareness of their impact. She has a passion for helping companies communicate their financial performance effectively to their stakeholders.

She has worked with a variety of companies helping them improve their investor relations strategy. Michelle lies in her ability to teach best practices in investor relations, including financial reporting, investor communication, and regulatory compliance. She has customized delivered training programs to senior executives, investor relations professionals, and finance teams, both in-person and virtually.

Michelle's clients value her ability to simplify complex financial concepts and communicate them in a way that is easy to understand. Her training sessions are highly interactive and include case studies, role-playing exercises, and real-life examples to make the learning experience engaging and practical. Prior to becoming an investor relations trainer, Michelle worked as Head of Investor Relations at the Johannesburg Stock Exchange and started her career as financial journalist and editor at the Financial Times newspaper and Financial Mail Magazine.

Michelle is founder and director of A Capital Idea, a strategy consultancy assisting clients to raise capital, build stakeholder relations and grow sustainability. She is also part of a global consulting network, Better by CodeSign, where she leads on funding diversification and impact investing. Michelle regularly trains change makers and activists on fundraising strategy, she is a sessional lecturer on impact investing at Wits Business School, and trains companies on ESG for the JSE.



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