

Course Outline 課程簡介

The Board's Strategy to Energise Investor's Appetite

1. Introduction - developing your targeting strategy and understanding Investor trends
2. What the Buy-side want and why do their questions differ a lot?
3. Sector specialist vs. generalist (PM); Long only vs. hedge fund analysts
4. How do analysts and fund managers pick stocks? 3 Do's and DONT's in meeting analysts and fund managers
5. How to enhance value when communicating Corporate Actions with investors?
6. Directors' Best Practice and new technologies on communicating with Investors