



# إتقان المبادئ الأساسية لعلاقات المستثمرين والتواصل



## إتقان الهادئ الأساسية لعلاقات المستثمرين والتواصل

المرجع: 36328\_24506 التاريخ: 23 - 27 Mar 2027 الموقع: مدريد الرسوم: Euro 5700

### Course Overview:

The course provides essential knowledge and practical skills for excelling in Investor Relations IR and communications. It covers defining IR functions, developing communication strategies, managing stakeholder relationships, and measuring IR impact. The course also addresses budgeting, common challenges, and best IR practices for governance. Participants gain a solid understanding of corporate governance, communication strategy, and IR publications crucial for today's dynamic business environment.

### Target Audience:

- Investor Relations Managers
- Corporate Communications Directors
- Public Relations Professionals
- Financial Analysts
- Senior Executives involved in stakeholder management

### Targeted Organizational Departments:

- Investor Relations
- Corporate Communications
- Public Relations
- Finance and Budgeting

### Targeted Industries:

- Finance and Banking
- Public Relations and Communications
- Corporate Governance and Compliance
- Investment Management

## Course Offerings:

By the end of this course, participants will be able to:

- Define the investor relations function and its strategic role in corporate communications.
- Develop and implement IR communication methods and strategies tailored to various stakeholders.
- Measure and improve IR activities, focusing on IR governance and sustainability.
- Create and manage effective stakeholder relationships.
- Apply best practices in investor relations management to ensure transparency and accountability.

## Training Methodology:

This course will use interactive training methods such as case studies, group discussions, and real-world simulations to improve understanding. Participants will engage in role-playing exercises focusing on managing investor relationships and communication strategies. Group work will involve brainstorming on investor relations activities and tools. Feedback sessions will also be conducted to refine participants' skills in IR measurement and metrics, IR service levels, and publication frequency.

## Course Toolbox:

- Course Workbooks
- Case study materials on stakeholder relationship management.
- Templates for IR mission statements and investor relations review process.

## Course Agenda:

### Day 1: Introduction to Investor Relations

- Introduction to Investor Relations IR and Overview of Survey Findings Topic 1:
- Defining the Investor Relations Function Topic 2:
- Mission Statements and Their Importance in IR Topic 3:
- IR Creation: Timing and Rationale Topic 4:
- Design and Implementation of Investor Relations Programs Topic 5:
- Evolution of Investor Relations Over Time Topic 6:
- Review and discussion on the evolution and foundational principles of Investor Reflection & Review: Relations.

## Day 2: Communication and Relationship Management

- Active and Passive Investor Relations: Key Differences Topic 1: •
- Most Useful IR Activities in Practice Topic 2: •
- IR Strategy: Building and Managing Stakeholder Relationships Topic 3: •
- Effective IR Communication Methods and Channels Topic 4: •
- Service Levels and Expectations in Investor Relations Topic 5: •
- IR Publications: Types and Frequency for Effective Communication Topic 6: •
- Discussion on communication strategies and relationship management in IR. Reflection & Review: •

## Day 3: Governance and Sustainability in Investor Relations

- Understanding IR Governance Structures Topic 1: •
- Budgeting for Investor Relations: Best Practices Topic 2: •
- Measuring the Effectiveness of Investor Relations Activities Topic 3: •
- Setting Clear IR Objectives for Long-Term Success Topic 4: •
- The IR Review Process: Improving and Evaluating Performance Topic 5: •
- Overcoming Challenges in Investor Relations Management Topic 6: •
- Explore governance and sustainability within Investor Relations. Reflection & Review: •

## Day 4: Investor Relations and Strategic Communication

- Stakeholder Engagement and Information Sharing in IR Topic 1: •
- Best Practices in Information Sharing and Communication Topic 2: •
- Financial Communications Strategies for IR Topic 3: •
- Adapting Investor Relations to Changing Market Conditions Topic 4: •
- The Role of Primary Dealers in Investor Relations Topic 5: •
- Leveraging Technology for Enhanced IR Communication Topic 6: •
- How strategic communication impacts investor relations. Reflection & Review: •

## Day 5: Advanced Topics in Investor Relations

- IR Objectives and Key Performance Indicators KPIs Topic 1: •
- Enhancing Investor Relations with Continuous Improvement Strategies Topic 2: •
- Exploring New Tools and Methods in IR Topic 3: •
- Legal and Regulatory Aspects of Investor Relations Topic 4: •
- Global Trends in Investor Relations and Sustainability Topic 5: •
- Case Study: Successful Investor Relations Strategies from Leading Organizations Topic 6: •
- Final review of key topics and course takeaways. Reflection & Review: •

## How This Course is Different from Other Investor Relations Courses:

The course offers a complete approach that blends theory with practical applications. It focuses on strategic design, measuring IR effectiveness, governance, communication channels, stakeholder engagement, and budgeting for investor relations. The program prepares participants with current best practices and insights into IR challenges and solutions for the evolving corporate communications landscape.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيرياني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



**AGILE LEADERS**  
Training Center

## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



زنجبار - تنزانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية

## مدن التدريب



طوكيو - اليابان



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الأمريكية



فيينا - النمسا



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



لشبونة - البرتغال



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة

## مدن التدريب



نيروبي - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا



مونترنو - سويسرا



نيس - فرنسا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

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