

Two day seminar on

Emerging Paradigms in Financial Communication & Investor Relations

17- 18 January, 2017

SCOPE Convention Center, SCOPE Complex, 7 Lodhi Road, New Delhi

Inauguration by

Shri Neeraj Kumar Gupta, IAS

Secretary, Department of Investment and
Public Asset Management, Ministry of Finance



SCOPE
PROMOTING EXCELLENCE

Standing Conference of Public Enterprises

With Government's encouragements to Public Sector Enterprises to explore the primary markets to mobilize resources for financing their projects and other financial needs, as well as its emphasis on listing of more and more PSEs and their likely disinvestment, it is imperative that PSEs prepare their plans and strategies to reach out to the various stakeholders and make optimum use of media for achieving better return on investment (ROI). This necessitates acquiring hands-on-skills on financial communication and investor relations for all those engaged in the process.

Financial and investor communication belong to specialized arena with inter-disciplinary underpinnings. With that in view, SCOPE is offering the forthcoming two day seminar to prepare PSE Company Secretaries, Finance Executives, Investor Relations Executives and Corporate Communication Practitioners in the emerging trends in financial communication and investor relations, opportunities & challenges faced, especially brought in by an evolved consumer and the ever expanding media matrix including the digital revolution.

Third in the series, the seminar has been designed in a manner that it brings in synergy among the top management, company secretariat, marketing & investor relations, finance and corporate communication teams.

As in the past, SCOPE has put together a well conceived curriculum designed by eminent faculty in consultation with stock market experts, trade media journalists and practitioners from ad agencies with expertise in IPO & financial investor relations management.

The two day seminar will comprise interactive sessions, case studies, analyses and quiz on stock market, trade media and digital space, deconstruction of campaigns, crisis communication, steps for launch of IPOs, media relations management and use of digital media for better investor relations, among others.



Objectives

- To acquaint participants with the emerging trends in financial markets and their dynamics
- To inform and educate on various financial products
- To provide theoretical and practical aspects of consumer behavior on stock market
- To give hands-on-skills on effective financial communication process and various financial campaign stages.
- To share and sensitize the participants on the various media, their usage and media relations management.



Thrust Areas

- Stock market functioning and the role of financial regulators like the RBI and SEBI
- Stakeholder segmentation and investor relations management
- To provide step by step learning on the launch of IPOs and Communication Campaign
- Overview of Trade Media and Trade Media Relations Management
- Understanding digital media, its role and challenges in investor relations and stock market listing of companies
- Deconstruction of various financial campaigns - learning
- Investor protection – GOI regulations

Who Should Participate

- **Senior and Middle Level Executives in:**

- **Company secretariat**

- **Finance**

- **Corporate Communication/PR**

- **Marketing/ Investor Relations**

Lead Resource Persons

Professor Jaishri Jethwaney

Mr. Prithvi Haldea

Founder-Chairman, Prime Database Group

Resource Persons

High officials from Department of Investment & Public Asset Management, Professors of Communication, Experts from PSEs, Trade Media and Advertising Agencies handling IPOs/FPOs Financial Communication and Campaigns.

Programme Facilitator

Mr. Pramod Kr. Sinha, DGM (HR&CC), SCOPE

Programme Coordinator

K.N. Dhawan, Advisor (CC), SCOPE

Programme Details

Venue: SCOPE Convention Center, SCOPE Complex, 7 Lodhi Road, New Delhi -110003

Date: 17 - 18 January, 2017

Registration: 10: 00 am to 10:30 am on Tuesday, the 17 January, 2017

Course Fee

- Rs. 16,000/- (Plus Service Tax as applicable) per participant
- For more than three delegates, participation fee will be Rs. 15,000/- (plus Service tax as applicable)
- Course Fee can be paid by cheque/DD favouring “**Standing Conference of Public Enterprises**”.
- Payment can also be made through ECS mode to Dena Bank SCOPE Complex Branch, Lodhi Road New Delhi – 110003. (Saving Bank A/C. No. 105010001856 – MICR Code 110018021 IFSC/RTGS Code BK DN 0711050)

Delegate Registration

Nominations may please be e-mailed or faxed by 10 January 2017 to:

Mr. K.N. Dhawan, Advisor (CC), SCOPE

Standing Conference of Public Enterprises

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www.scopeonline.com



SCOPE-2016/CC-Prog/FC&IR/ 1559
December 13, 2016

Dear *Chief Executive;*

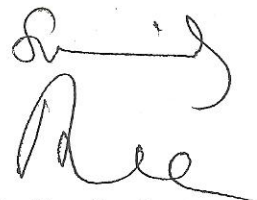
Public Sector Enterprises are expanding their boundaries and making a mark in global market arena. They are required to explore the primary markets for financing their expansion plans and other financial needs. Brand building, attracting investors and their management have, therefore, become priority areas necessitating managements of PSEs to acquire hands-on-skills in Financial Communication and Investors Relations.

SCOPE is organizing a Two day seminar on "Emerging Paradigms in Financial Communication & Investor Relations" on 17th -18th January, 2017 at SCOPE Convention Centre, Lodhi Road, New Delhi. Mr. Neeraj Kumar Gupta, Secretary, Department of Investment & Public Asset Management (DIPAM) Ministry of Finance, has consented to be the Chief Guest and inaugurate the programme. The seminar is aimed at acquainting and sensitizing the Company Secretaries, Finance and Corporate Communication Executives and other Executives engaged in Investor Relations with emerging trends in Financial Markets, its dynamics, imperatives of image building, investors behavior and related regulations, trade media expectations and its management.

The Seminar shall be of high value with contributions of eminent faculty from policy makers, academics, stock market experts, trade media and brand image experts. I, therefore, suggest to nominate a team of executives from Company Secretariat, Corporate Communication and Finance Departments and others engaged in Investors Relations Management. A copy of the folder is enclosed for ready reference.

With regards & Happy New year.

Yours


(Dr. U.D. Choubey)

To: The Chief Executives of all PSEs

- : Director – Finance of all PSEs
- : Company Secretaries of all PSEs
- : Heads of Corporate Communication Department of all PSEs

STANDING CONFERENCE OF PUBLIC ENTERPRISES

(An apex body of Public Enterprises)