

Seminar on

Financial Communication & Investor Relations Management

Inauguration by

Mr. Atanu Chakraborty, IAS

Secretary, DIPAM

10:30 am on 12th July, 2018

12th - 13th July, 2018

SCOPE Convention Centre, SCOPE Complex
7, Lodhi Road, New Delhi- 110003



SCOPE
PROMOTING EXCELLENCE

Standing Conference of Public Enterprises

The stock market of a country reflects the state of its economy. The irony, however, is that stock markets everywhere revolve around the market sentiment, which is governed by various internal and external forces that create sentiment towards a particular security or a financial product. It is important to understand the functioning of the stock market, the market dynamics and under currents and above all the consumer psyche. The role of Financial Communication and Investor Relations Management, therefore, becomes crucial. Financial communication, an inter-disciplinary subject requires the combined expertise and synergy among practitioners from finance, corporate communication and company secretariat within an organization.

As on 30th April, 2018, 55 CPSEs are trading on BSE. Today, the Government's agenda is listing of more and more PSEs, increasing people's participation that calls for urgent efforts at updating the knowledge and enabling the executives in the PSEs about the newer paradigms in financial communication and investor relations management so that they can take up the task more proficiently and professionally in the time to come. There is also a growing need for acquainting the PSE executives in the areas such as the stock market functioning, the process of entering the primary market, investor relations, positioning of financial brands, media and corporate communication strategies for staying robust, among others.

Realising the knowledge gap in this area, SCOPE has been organising programs on Financial Communication and Investor Relation Management over the years. The program on offer is yet another one that has added newer areas of learning and hands-on-skills with a view to prepare the PSE executives from various management disciplines in the ever so dynamic financial market.

Securities and Exchange Board of India (SEBI) last year advised the top 500 Listed Companies in India to adopt Integrated Reporting on voluntary basis which would address an organization's strategy, governance, performance and prospects leading to the creation of its stock value over the short, medium and long term. The program will address the same and other developments in the field.



Objectives

- To update the participants on the functioning of the financial market, its dynamics and under currents
- To introduce various financial products and instruments
- To provide consumer behaviour insights on stock market and financial brands
- To give insights on trade media, trade analysts and investor relations management in a digitally connected world
- To give hands-on-skills on effective communication process and financial Campaign planning and implementation
- To sensitize the participants on the emerging need for Integrated Reporting

Thrust Areas

- Dynamics of Financial Market: Issues of concern and opportunities
- Working of regulatory bodies and financial institutions
- Consumer behaviour in stock market: imperatives
- Overview of Trade Media, its sources, expectations and managing relations
- Stock Market Literacy – various financial products and instruments
- Listing of PSEs, Government Policy of its stake sale in PSEs and methodology
- IPO Launch Process and Communication Campaigns
- Investor Relations in a digitized world
- Concept, Contents and Need of Integrated Reporting

Programme Directors

Prof. Jaishri Jethwaney

Media & Communication Division, ISID,
Former Professor &
Programme Director (ADPR), IIMC

Prithvi Haldia

Founder, Prime Database

Programme Coordinator

K.N. Dhawan

Consultant, SCOPE
Mob.: 9899402234

Who Should Participate

Senior and Middle Level Executives in:

- Company Secretariat
- Finance & Investor Relations
- Corporate Communication/PR

Resource Persons

High Officials from Department of Investment & Public Asset Management, Regulatory Bodies, Communication and media academics, leading experts from PSEs, Trade Media journalists and Advertising Agencies' professionals handling IPOs/FPOs and Financial Communication Campaigns.



Ved Prakash
Chairman, SCOPE

It is a matter of great pleasure to know that Standing Conference of Public Enterprises (SCOPE) is organizing a two-day program on Investor Relations and Financial Communications on 12th-13th July 2018.

With the Government's agenda of increasing people's participation in Public Sector

Enterprises (PSEs) with more emphasis on Corporate Governance, it becomes important for PSEs to be on their toes when it comes to Investor Relations and Financial Communication. Only a symbiotic relation with stakeholders can ensure their success and help in determining true value of an organization.

Financial experts, company secretaries and corporate communication professionals should work in tandem to create a brand image of an organization and disseminate strategies for future growth. I am sure that this program would help them gain insights into the changing market dynamics, investor behaviour, media expectations, listing obligations etc.

My best wishes to the program and participants!



Dr. U.D. Choubey
DG, SCOPE

In an era of hyperactive financial market, sustainability has become prime objective for organizations. Sustainability per se is an outcome of an organization's effort to keep working toward attaining long-term goals which need a long-term association, building trust and confidence of stakeholders. It is with trust, transparency and

ethical business practices an organization ensures its longevity.

Investor Relations and Financial Communications, therefore is an important aspect to forge a strong future. The ability to not only provide information to the stakeholders, but also to be all ears to their feedback, concerns and information, is what financial communicators should be looking at.

SCOPE has, therefore, been organizing programs to impart hands-on-skills on effective Financial Communication process and Investor Relations and to apprise emerging development in the field. SCOPE through this program, fifth in series, shall tackle issues like stock market volatility, 24/7 trade media (both traditional & digital), listing at stock exchange, market regulations, case studies, emerging trends in the financial market, consumer behaviour etc.

I wish the program all success!

Programme Details

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

Date: 12th - 13th July, 2018

Registration: 10: 00 am to 10:30 am on Thursday, 12th July, 2018

Course Fee

Rs. 16,000/- + GST (18%) per participant

For 3 or more delegates, participation fee will be @ Rs. 15,000/- per participant + GST (18%)

Payment can be made through Cheque/DD/ECS transfer favoring "**Standing Conference of Public Enterprises**" *as per details below:*

Dena Bank, SCOPE Complex Branch, Lodhi Road, New Delhi- 110003 (Saving Bank A/c No. 105010001856- MICR Code 110018021 IFSC/RTGS Code BKDN 0711050).

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Delegate Registration

Nominations may please be e-mailed to:

Mr. A.S. Khan, Senior Manager (Media & Brand Promotion) / **Ms. Lipi Singh**, Executive (CC)

Standing Conference of Public Enterprises

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SCOPE-2018/FINCOMM-IR/
May 24, 2018

Dear *Chief Executive,*

In the existing volatile market space and growing demand of resources, it becomes necessary for an organization to gain confidence of its investors, stakeholders and general public for its sustainable growth. A healthy Investor Relations and an effective Financial Communication play a crucial role in building the needed confidence, brand image and attracting investment.

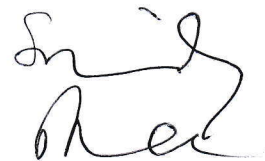
SCOPE is organizing a **Two Day Seminar on "Financial Communication and Investor Relations" on 12th-13th July 2018** at SCOPE Convention Centre, New Delhi. **Shri Atanu Chakraborty, IAS, Secreary, Department of Investment & Public Asset Management (DIPAM), Ministry of Finance has been requested to be the Chief Guest and inaugurate the program.**

The seminar would deal with Government's policy on listing of PSEs, sensitizing the participants about the listing process and requirements, emerging trends in financial markets- its dynamics, imperatives in image building for attracting investors and the need for financial communication and maintaining investor relations.

Policy Makers, Academics, Stock Market Experts, Financial Media and Brand Image Experts would share their experience and expertise in the seminar. I, therefore, suggest nominating a team of executives from Company Secretariat, Finance Department, Corporate Communication and others engaged in Investor Relations and Financial Communication. A copy of brochure is attached herewith for ready reference. Nominations may be sent to Mr. K. N. Dhawan, Program Coordinator (Mob:09899402234) at email: scopecc@gmail.com or dhawankn@yahoo.in.

With regards,

Yours



(Dr. U. D. Choubey)

To: Chief Executives of PSEs