



MEIRA Newsletter

21 November 2019

If you would like to collaborate in our next newsletter, contact us at pr@meira.me

Weekend reading list

- > The expanding report card for companies: fast adoption of ESG ratings. *Teneo* [Read more](#)
- > Saudi Aramco IPO will boost kingdom's financial markets says Fitch exec. *The National* [Read more](#)
- > Oman's CMA explores novel initiatives to boost liquidity. *Zawya* [Read more](#)
- > Negative yields, market volatility and political uncertainty: Tricky times for investors. *BNY Mellon* [Read more](#)

MEIRA Updates



Notes from the GM

Happy International Men's Day (19th November) - I said I wouldn't forget back in March - and let's not forget November also celebrates Mo-vember for those heroes raising awareness of men's health issues by growing a moustache!

Like IR, there's nothing wrong with some individuality, something to make you/your company stand out. Likewise, timing is everything, they say. Having just returned from our latest MEIRA

not the website? Given all the hard work behind these key investor sources of information on your company and its business, make the most of your content, re-purpose it by slicing and dicing it in a number of different ways through use of multi-media - if it's not easy to find, useful and engaging, why would anyone bother?

Having considered both annual reports and IR websites this week, two old chestnuts of the annual IR awards, here's what we learnt, starting with, don't forget that successful IR is all about story-telling, your company's investment story:

1. The planning process, including annual reporting, has started for some as we wind our way to calendar year-end.
2. Both print and digital remain relevant given the different needs of your target audience.
3. While contents remain king, design, look and feel are important features of any effective communications.
4. It is important to use social media and other channels to drive readers and enquirers to your site.
5. It is important to highlight what is most material and relevant to stakeholders, including investors. Use navigation!
6. What's more important than hearing from the captain of the ship, be it Chair and or CEO and possibly CFO?
7. How about making use of film/video to bring alive your people, a short 2-3 minutes of the Chair and or C-suite?
8. Highlight what is most telling given the year in review and the outlook for 2020 - any big changes in the story?
9. How do you make money, what are the risks, how are you managing these, what is progress like against KPIs?
10. What's in it for investors, perhaps a dividend policy, in which case, do highlight this up-front and centre.

Do look out for the presentation deck we recently shared in Kuwait - there are some useful case studies to benchmark yourselves against - and do remind yourselves of the MEIRA awards criteria as you begin the process for your annual report and possibly updating and refreshing your IR website. There's no time like the present, let's get ready for 2020!

Best wishes.

Team MEIRA

Make sure your membership is up to date!

If you have a new member in your IR team, don't forget to inform us in order to keep your membership details updated so your entire team can participate in our activities.

All our members can benefit from our exclusive initiatives such as webinars, events, member



If you or your colleagues are facing difficulties with online registrations or if you want to check your current details, please log into your [EventBank account](#) or contact info@meira.me.

Events

Upcoming events



27 November - MEIRA Dubai Chapter Meeting (exclusive for MEIRA members only)

Next week will take place the Q4 MEIRA Dubai Chapter meeting. The session gives our members the opportunity to discuss the latest updates in the IR landscape and network with their peers.

Event details:

Date: Wednesday, 27 November, 2019

Timing: 08.30 am - 10.30 am

Location: Dubai, UAE

Venue: MEIRA Office, DAC, Level 2, The Offices 2, One Central

[Detailed agenda and registration here](#)



“Effective communication strategies for IROs: engaging with media”. During the event, we will welcome Anca Cighi, Senior Director, Strategic Communications and Vadia Rai, Strategic Communications, from FTI Consulting who will share some useful tips and tricks to engage with the financial media from an IR perspective.

Event details:

Date: Thursday, 12 December, 2019

Timing: 10.00 am - 12.30 pm

Location: Riyadh, Saudi Arabia

Venue: TBC

Hosted by:



[Detailed agenda and registration here](#)

Past events



and IR website”, at the Boursa premises, in collaboration with MEIRA and its Kuwait Chapter. The one-day event, which attracted more than 70 IR practitioners from companies listed on Boursa Kuwait, highlighted the latest trends and international best practice for annual reports and IR websites.

The workshop welcomed George Allen, Associate Partner at Instinctif Partners and Natasha Nelson, Account Director at Emperor who explained international standards in developing a world-class annual report while presenting some case-studies from regional and international companies.

Commenting on the session, John Gollifer, said: “We are always delighted to collaborate with Boursa Kuwait and share with all the IR representatives in Kuwait international market practices that will support them in their day-to-day activities. The annual report and the IR website are both essential communication channels and we, at MEIRA, are committed to sharing best practice IR with Boursa-listed companies. At the MEIRA Awards in September 2019, we recognised the best players in the Middle East and we are certain we will see new companies making it to the top of the list in the upcoming years”.

[Download the slide deck here](#)

MEIRA Calendar of Events

MEIRA Dubai Chapter Meeting: 27 November (Dubai, UAE)

MEIRA Saudi Chapter Meeting: 12 December (Riyadh, Saudi Arabia)

MEIRA and MSM IR Seminar: 16 December (Muscat, Oman)

MEIRA Abu Dhabi Chapter Meeting: 17 December (Abu Dhabi, UAE)

International Conferences

International Conferences Calendar

UBS GEM Conference: 3-4 Dec (New York, USA)

For a complete list, contact Closir [here](#)

Training

The Certified Investor Relations Officer programme, delivered in partnership with the London based UK IR Society, is an internationally recognised qualification in Investor Relations.

[Read more](#)

- **Manama: 24 - 25 -**

26 November ***Last chance to register!***

[Register now!](#)

The Introduction to Investor Relations course

This one-day course provides an introduction to financial markets, Investor Relations and the financial environment in which Investor Relations professionals work.

[Read more](#)

Are you looking for a bespoke or in-house training?

[Contact us](#)

Members

**We are delighted to count on the support of our new member
(14 - 21 November period):**



Do you want to join MEIRA?

Don't miss the opportunity to join our IR community and become a member today.

You just need to fill our [membership form](#) and send it to info@meira.me in order to finalise the process.

We are looking forward to welcoming you!

Share this newsletter with your colleagues and friends



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Forward

With the support of our annual strategic partners



ANNUAL STRATEGIC PARTNERS



About Middle East Investor Relations Association

The Middle East Investor Relations Association (MEIRA) is an independent non-profit organisation dedicated to promoting the Investor Relations (IR) profession and industry standards in corporate governance. The mission of MEIRA is to enhance the reputation, efficiency and attractiveness of the Middle East capital markets.

This involves a commitment to fostering increased dialogue among its members and to encourage them to share and adopt best practice techniques within the field of IR. In partnership with stock exchanges, regulators and other market participants, MEIRA supports companies through its professional development and certification programmes as well as its membership community and network of country chapters.



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