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MEIRA Newsletter - 9 April 2020

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MEIRA Newsletter

9 April 2020

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

Weekend reading list

- > SCA halves daily loss limit on markets and enables share buybacks to support investors. *The National* [Read more](#)
- > ESG stocks prove their value during Covid-19 crisis. *IR Magazine* [Read more](#)
- > Keeping pace with ESG: Your need-to-know guide. *Orient Capital* [Read more](#)
- > Three questions boards should ask of IR. *Fidelio* [Read more](#)
- > COVID-19 and investment community angst. *Rivel* [Read more](#)

MEIRA Updates

[COVID-19: Follow the latest updates with the MEIRA Partners](#)

As your regional professional body for IR, we wanted to share with all of you the excellent initiatives developed by some of our partners to understand how the COVID-19 outbreak is affecting the IR function and the capital markets. We hope you find them useful and we can all learn from one another during these challenging times.

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BNY MELLON

Our Strategic Annual Partner is hosting weekly webinars to discuss recent developments and their impact on the international markets. The [Weekly COVID-19 Market Update Webinar](#) is available [here](#).

BRUNSWICK

If you are looking for a daily update with all the key data and an excellent selection of regional and international news, subscribe today for the **Brunswick COVID-19 Tracker** by sending an email to covid19gulf@brunswickgroup.com or visit them on [Twitter](#). The report from yesterday can be downloaded [here](#).

|carter murray

SPECIALIST SEARCH & RECRUITMENT

This pandemic is also affecting the communication with our employees, but also the way we interview potential candidates. How should we conduct a recruitment interview these days? How do I communicate with my candidates if I cannot meet them in person? You might find useful to read some tips here:

[Unified communications in a crisis](#)

[Video and telephone interviews: A simple guide](#)

[How to successfully not meet your candidate](#)

emperor

Do you wonder how COVID-19 might impact corporate reporting? Take a look at [Emperor's blog here](#). Some interesting insights on what we can learn from this crisis are also available [here](#).



Crisis communications, virtual meetings, cybersecurity, remote working... All the terms we are now hearing every day. FTI Consulting has created a special microsite to share some light on all these trending topics. You can review all the articles [here](#).

The team would like to highlight a couple of them for our IR audience:

[Pre-Gaming the Post-Game: Market and Policy Implications of COVID-19](#)

[Guiding the Street During the COVID-19 Pandemic](#)



IHS MARKIT

The **IHS Markit Weekly Perspectives** offer a compelling analysis of a certain topic with a variety of comments from the buy- and sell-side. This week's issue, Expectations for Q1 Earnings, can be [downloaded here](#). More reports and insights are available in the [resource center](#).

They are also hosting a webinar on 21 April titled: "Investor base of securities markets in EBRD regions". For more information and registration, [click here](#).



Refinitiv also offers a knowledge bank with a wide variety of formats. Reports, insights, podcasts and webinars are available to understand how the COVID-19 outbreak is affecting the capital markets around the globe. Visit the [microsite here](#) and their [calendar of webinars](#).



The latest insights and reports from Teneo's teams around the world are updated daily on a dedicated COVID-19 resource available on its [website](#). The [latest report](#) provides an overview of some of the top considerations CEOs should be evaluating at this phase of the crisis, including with regards to investor reassurance.



Notes from the GM

Greetings MEIRA Members, partners and friends, how are we all?

I'll try to be briefer this week as there is now so much information out there and as much as we should remain in touch and fully informed, we also need to be discerning - time is still money, after all - and share what's most

useful to you.

Your Chapter Heads continue to meet over our weekly conference call and another great way to compare notes was the latest MEIRA webinar, 'COVID-19, A day in the life of IR!' How do we address the coronavirus when it comes to IR communications? Here are our thoughts:

First, as we know, it very much depends on the nature of your business. On the webinar, we heard from a manufacturer, a mall operator and retail business, as well as the financial services sector - if you missed it, listen to the recording. What else?

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give earnings guidance, we need to start again given everything has changed.

3. If your business has already been severely curtailed, the bigger difficulty is assessing what happens next, when does normal business resume, how will it be affected in the immediate aftermath and what impact will there be longer-term, including loss of clients, suppliers and other possible market repercussions? Economists are forecasting big drops in economic activity to 2021 which suggests a long recovery from a general recession for many businesses.

4. The immediate questions we are hearing from investors are all around the cashflow and resilience of businesses and given this, what contingency plans exist to preserve cash for longer and see this through to the end? Management needs to be on the front foot and quite explicit, as hard as that is, particularly if it affects staff. Transparency is of paramount importance.

In the final analysis, if companies just don't know, they still have to say something and the tone and messaging need to be regular, clear, confident and above all, stay in control. More important, in my opinion, is sticking to your reporting timeline if you possibly can, notwithstanding audits may be tough. I'm not a fan of a blanket delay if public companies are already on top of what's happening in their business - and adding updates, otherwise the market is lost. Here's to the bold CEO who says it as it is and much of that is how they say it and when. And remember, one thing that IR can manage and control is the company narrative - now is the time for the best to shine and they will not be forgotten by the market. Technology is there to complement 'normal IR' as we discussed, can't wait to be spending more time on the real face-to-face versus virtual things!

Thinking of today, working from home like all of you, I'm sure, it now feels very strange to look much beyond the summer, what with no Euro 2020 Football, no Wimbledon, no Olympics, it's horrible. Let's hope there's an end to the summer madness by autumn and we're allowed to start getting back to something more normal. Inshallah.

In the meantime, here's a promise from the executive team for all you outstanding would-be CIRO candidates. For those who have already registered based on the 2019 (or earlier) programme, let's find a timely way to convene a virtual meeting to touch base, compare notes on the areas that you wish MEIRA to address and we'll help you prepare for any exam sitting before end May/June. If we're still not in a position to hold exams given the physical nature of the exam paper process, we'll try again. We're here for you so please let us know who is interested and what we can do for you - please contact either myself, john.gollifer@meira.me or deborah@meira.me and let's help you as best we can. Time, we have time!

Thank you, you know where to find us, stay well and stay sane - remember your exercise breaks!

Best wishes,

Events

MEIRA Calendar of Events

MEIRA Webinar: TBC April (Online)

MEIRA Annual Conference & Awards Dinner: 23 September (Dubai, UAE)

Past events



MEIRA Webinar - COVID-19: A day in the life of IR

Each day, IROs are presented with new and seemingly impossible challenges to overcome. The outbreak of the COVID-19 has impacted the capital markets but also the entire world and its population. During a crisis, a successful IR function should focus on proactively engaging and communicating with the investment community.

Yesterday we had the opportunity to hear from our regional and international speakers how the IR teams are addressing this situation and how to respond to the current challenges.

[Due to the high volume of registrations, we are currently facing some delays with the recording. It will be available as soon as possible.](#)

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2020 MEIRA IR Awards Best Practice Category One more week to participate!

The 2020 Emerging EMEA Executive Team survey will be extended until 17 April. IR winners in the Middle East will be announced at the MEIRA IR awards ceremony, which will take place on September 23, 2020. Between March 2 and April 3, both buy-side and sell-side can give their views on the IR performance of corporates and individual IR professionals based in the Middle East.

There is still time to secure the highest possible ranks in the survey results. Don't forget to Insert the "[Survey Vote](#)" marketing banner on your corporate website and your signature hyperlinked to [Institutional Investor website](#).

Training

CIRO programme

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](#)

CIRO Calendar 2020

> **Abu Dhabi:** 9 - 10 - 11 June

> **Dubai:** November

[Register now!](#)

The Introduction to Investor Relations course

This one-day course provides an introduction to financial markets, Investor Relations and the financial

Introduction to IR Calendar 2020

> **Abu Dhabi:** 9 June

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

[Contact us](#)

Members

**We are delighted to count on the support of our renewed member
(2 - 9 April 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!

[Membership form](#)

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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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Middle East Investor Relations Association

Office 10, Level 2,
The Offices Building 2, One Central
PO Box 9576
Dubai, United Arab Emirates
info@meira.me or +971 (0)4 516 3042

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