



MEIRA Newsletter

21 May 2020

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

Weekend reading list

- > The Bahrain Stock Exchange organizes a workshop to introduce the importance of communicating with investors during “Corona”. *Saudi News* [Read more](#)
- > Six trends from earnings season under Covid-19. *IR Magazine* [Read more](#)
- > People, Brand, Business: Defining company purpose in the new normal. *Teneo Strategy* [Read more](#)

MEIRA Updates



Notes from the GM

Well folks, it doesn't appear to have changed much since I last wrote to you in April. That's tough, especially if you're a natural-born optimist! Like all important things, sometimes you just need to make up your mind even when the future is not clear. Isn't this what IR faces sometimes, all the time? In my mind, it comes down to judgement. In times like these, it's all about leading the way we would like to be led, with vision, purpose and boldness. When we simply don't know what lies ahead, we need to believe that we are still on track, doing the right thing and leading by

I think it's fair to say that we have taken a short pause. That was needed and indeed, with Eid al-Fitr beginning, we should enjoy the break while we can, we all deserve that. However, we have not changed our road of travel, the course set by your Board of Directors and we remain committed to delivering what you need from MEIRA, your regional professional body for IR. Thank you for your continued support and belief in what we are doing together. Long may that last and it will, with your continued support. Rest assured, we remain here for you and will commence new online CIRO training in June.

Our MEIRA Exco, part of the main Board of Directors, met last week. Given the current situation, we concluded that 23 September, our committed date for the MEIRA annual conference and awards, can't possibly be what we had originally planned. It was to be something bigger and better than last year's jamboree! That's life and continue we will, but with a different mode of transport down that long and winding road. Let's go virtual, as I said to Mark the other day! It makes sense given we don't know exactly where we'll be after the summer break. Above all, we have to think about you, us and our safety.

That said, I don't know about you but I'm virtually all-webinar-ed out! I don't know how many I have sat through as the world has been turned upside down and we have had to resort to a fuzzy screen every day. What's that doing to us, to our eye-sight, to being human? To be honest, I've just about had enough of WFH, I'm fed-up of hearing about flattening the curve, 'the new normal', whatever that is. And my favourite, whether the poor ol' pangolin is still on the table? You know what I mean, all the jargon we have endured for too long! Okay, so what can we do about it?

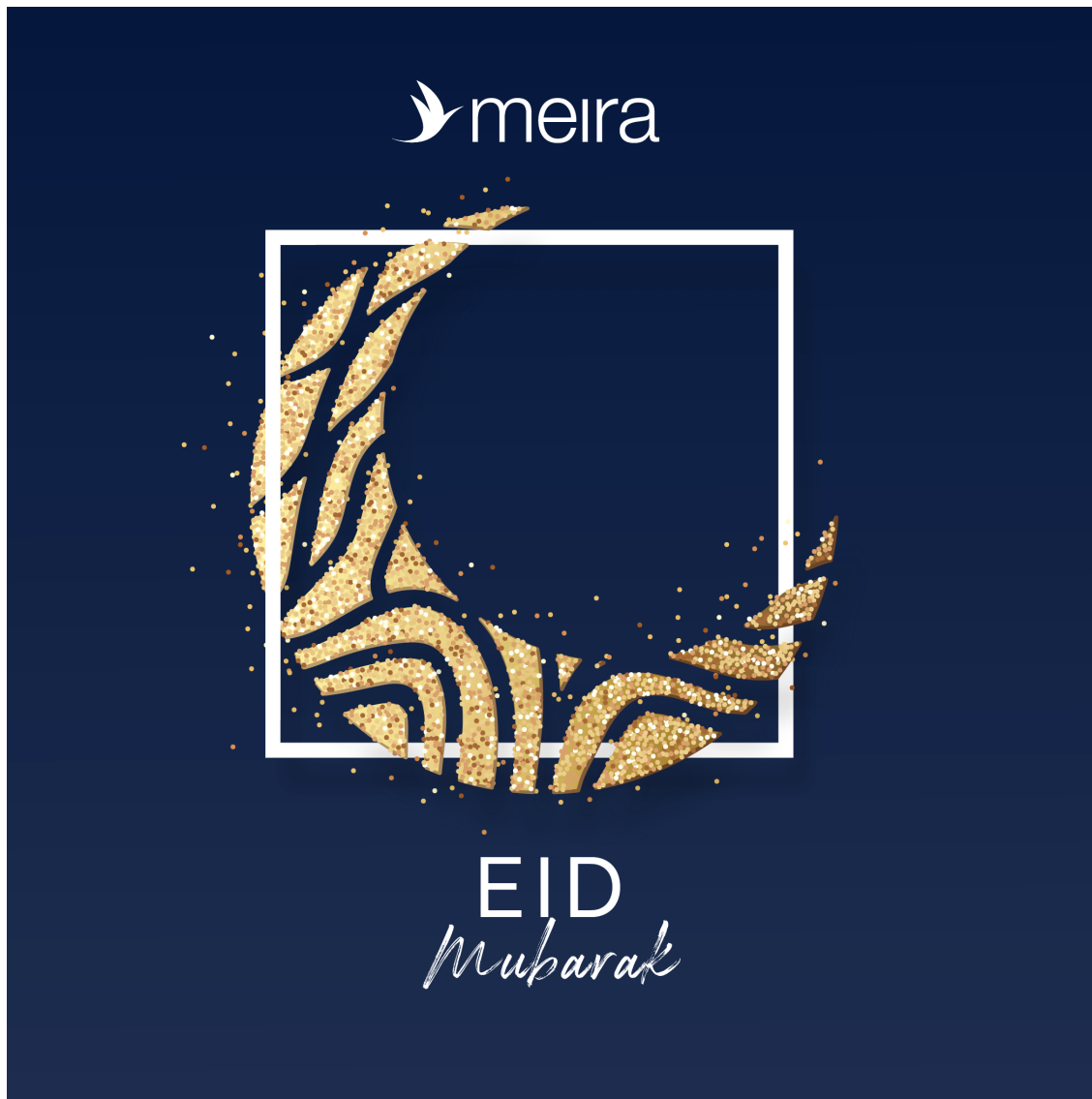
Let's re-imagine life, what we can control, including the 2020 MEIRA Annual Conference and Awards! We're still in the same situation and fortunately still here, after all - there's nothing new in that - and we're grateful, particularly as we're lucky enough to have choices. However, what's the point of just another virtual meeting, we're already doing that? What else can we do, what else do you need, tell us? We are committed to delivering something special on 23 September. Okay, most of it has to be a virtual meeting, albeit of the best minds we can find, no less, we promise, but what else? We challenge you to come up with all the weird and wonderful ideas you can and let's share these.

We'll reconvene our Conference Committee after Eid and start again. At the very least, on 23 September 2020, let's do something different, something uniquely MEIRA, something exciting and worthwhile, whether you can join us in person or not! I'm certainly planning to be there, are you? We're sorry that we can't show-off the Address Sky View, Dubai, but it'll still be there too and we can always try again another time. In the meantime, let's put on our thinking caps and re-imagine what matters tomorrow, just what has COVID-19 taught us? How has it affected you, your IR, the world and what are we going to do about it? Let's make this our moment of truth, MEIRA!

Stay well, stay strong and we'll see you on the rebound, let's all come out swinging!

Please note MEIRA is taking a short break which means the Newsletter will resume in the first week of June. Over n out, enjoy!

Team MEIRA



Events

[Past events](#)

WEBINAR – COVID-19: THE GOVERNANCE IMPERATIVE

COVID-19: The governance imperative

Yesterday, we hosted another interactive MEIRA webinar when we discussed how the COVID-19 crisis has impacted regional companies and how IR has helped management to adapt and respond to what broader stakeholders may need today. During this session, we welcomed high-calibre senior speakers who shared their views and experiences and what we can expect post-pandemic.

[Access the recording here](#)



Importance of investor communication during COVID-19

Last Sunday, Bahrain Bourse and MEIRA organised a webinar for the MEIRA members and listed companies in Bahrain to explore the impact on IR communications during COVID-19 crisis. Another successful initiative lead by the local Chapter to encourage the listed companies to adopt the latest trends in IR.

[Access the recording here](#)

Training



Online CIRO Bootcamp 2020

We are delighted to inform all our members and IR practitioners that the CIRO programme training, delivered in partnership with the UK IR Society, has been re-worked and it is now offered as a one-day **online CIRO Bootcamp**, specifically aimed at preparing our CIRO candidates for the exam.

The next session will take place on **10 June** and the full course is now offered at **USD1,450 per candidate**, including all the materials, online training course and exam.

[For more information download the Bootcamp flyer](#)

[To register, contact info@meira.me](mailto:info@meira.me)

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

> **Online:** 10 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 environment in which Investor Relations professionals work.

[Read More](#)

Introduction to IR Calendar 2020

> **Dubai:** November

[Register now!](#)

Members

We are delighted to count on the support of our renewed member
(14 - 21 May 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](#)

Share this newsletter with your colleagues and friends



Share



Tweet



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.



Follow us



Follow us



Visit our website

Copyright © 2020 Middle East Investor Relations Association, All rights reserved.

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

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

