



14 January 2021

If you would like to collaborate in our next newsletter, contact us at [pr@meira.me](mailto:pr@meira.me)

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## Weekend reading list

- > Pandemic boosts business case for investing in staff. *Financial Times* [Read more](#)
- > Saudi Arabia expected to lead regional IPO market in 2021. *Arab News* [Read more](#)
- > Why we could be entering a 'golden age' for private investors in emerging markets. *Arabian Business* [Read more](#)

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## MEIRA Updates



Greetings, IR folk, how good to be back in action and doesn't the year start briskly?

Top of the agenda this month is the inaugural Saudi Capital Market Awards (SCMA)

peers. When better given it was such an extraordinary year? Let's highlight what you did well in response to the difficult operating environment, while considering the awards' criteria that outline a useful scorecard for you to address. For example, to kickstart your own SCMA entry:

1. IR activities - over and above statutory reporting requirements, such as your quarterly reporting and AGM, share your annual IR programme and IR strategy - how well did it work in 2020?;
2. What difference did COVID-19 make to your IR - did it change what you/your leadership had to do in response to key stakeholders, both internally and in the market?
3. What else changed - did your IR go more digital and if so, how and what difference did this make?
4. Share your KPIs - these may be the same or they may have changed given the adverse operating environment;
5. What other key success factors made the difference to your IR in 2020 - did you integrate ESG factors into your IR story and if so, how?
6. Last but not least, in your own words, summarise what worked in 2020 (500 words) - make it easy for the judges.

I always think that KPIs for IR can be very straightforward, perhaps from how many analysts cover you to how well you onboard a new analyst, for example. And what about the number of IR meetings you aimed for or the media coverage you sought in 2020? What difference did effective IR make to your messaging in 2020? Did external reports hit the mark, from the media to sell-side research reports? Did you try a stakeholder perception study or investor audit to gauge what the market perceptions are of the company? Did you manage to maintain your largest shareholders and or change the share register in line with what management and the Board see as the core shareholders, key supporters of your investment story through thick and thin? So much happened in 2020, so share your IR experience through the new and timely SCMA.

If you haven't already submitted your entry to Tadawul, please do this by **31 January 2021**. As you know, MEIRA is a big fan of awards in that they raise your IR/company profile, internally as well as in the market. Awards certainly test your internal processes and if you don't enter anything, how do you know if your IR is really working in the eyes of your target audiences? Interestingly, once reviewed, your SCMA entries will be assessed by a who's who panel of judges from the buy-side, independent C-suite/Board members and other important IR stakeholders who care about your IR. Just do it, rally your IR team today - ultimately, it's all about you, your IR and level of engagement and your reputation!

Stay well, we'll stay in touch and do let us know what else you wish for (other than an award!) this year from MEIRA, your professional body for IR, we are all ears.

Best wishes,

CFA Society Saudi Arabia middle east investor relations association

تداول Tadawul

**The Saudi Capital Market Awards 2020**

**Application and survey closes on:**

**31<sup>st</sup> January 2021**

92000 1919  
@tadawul

السوق المالية السعودية  
Saudi Stock Exchange

### Reminder!

We would like to remind all our MEIRA Saudi members and other issuers that the submission for the 2020 Saudi Capital Markets Awards will close on **31 January**. Hurry up and visit the [Awards website](#) to complete your entry for the **Best Investor Relations Program**. Do you have questions? Contact us on [awards@meira.me](mailto:awards@meira.me) and we will be happy to help you.

## Training

**TRAINING!**

# **NEXT TRAINING: 1 FEB**

**CIRO Programme  
Intro to IR**

*Visit [meira.me/training](https://meira.me/training) to check the 2021 calendar*

**Register now**

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

**[Contact us](#)**

## **Members**

**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](mailto:info@meira.me) in order to finalise the process.

We are looking forward to welcoming you!



[Membership form](#)

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### 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](mailto:info@meira.me) or +971 (0)4 516 3042

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