



8 April 2021

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

Weekend reading list

- > Inside ESG ratings: How companies are scored. *Visual Capitalist* [Read more](#)
- > Earnings press release: 10 best ways to really ruin It. *Fineo* [Read more](#)
- > Kuwait Clearing Company adds Citi Bank and HSBC to the e-dividends service. *KCC* [Read more](#)

MEIRA Updates



Ramadan Kareem!

On behalf of the MEIRA Board and
the executive team, we would like to
wish you all a blessed Ramadan.



from
the
GM



Ramadan Kareem to all for next week.

After another busy week, it's timely to pause, think about ourselves, our families and plan for the next 6-12 months - it's amazing how time flies, isn't it - yet, even in these still testing times, we must believe that we will all be back together, stronger, sooner than later.

We held our latest Chapter meetings that highlighted the following IR key success factors for 2021:

- Win over your internal audiences, prove the value of IR and stay consistent through thick and thin;
- KPIs can start simply, just make sure you retain control over them and continue to develop KPIs in line with the corporate objectives, being open, transparent and trusted, for starters;
- Continue the digitalisation of your IR programme - bespoke and cost-effective market reach has never been easier, including for retail investors who include the next generation;
- Accept that ESG factors are here to stay and count as far as your target audiences go - get cracking;
- See the post-COVID-19 era as an IR opportunity to apply all we have learnt and more by continuing to develop the essentials of effective IR in the ongoing competition for capital.

In addition, the most helpful presentation by Institutional Investor's Amani Korayeim, Director of EMEA Research, kick-started the MEIRA IR Awards season for 2021 and

- Get the basics right by ensuring that you complete the Awards' process - see IJET@iirgs.com and meira.me or shout if we can possibly help - voting starts on 12 April and lasts 4-6 weeks;
- Ultimately, it's about you, your IR and what you can control - just do it, be proactive and be part of the IR Awards 2021, it's a good way to test your IR processes and progress;
- We'll share the findings, so you can check what your peers are doing, no shame in taking the best of it and making it your own to add value to your IR in 2021 and beyond;
- Finally, there isn't a better way to hold up the IR mirror and take a good hard look at what your regional buy- and sell-side audience is saying and reflecting back to you, management and the Board - possibly, a truly great KPI so use it.

All that said, we recognise that the impending holy month offers an important time for reflection, repose and hopefully, gives us all the opportunity to return refreshed and ready to start again. It's certainly time to take a break from the GM's notes, so from next week, we'll leave you for now. As much as we like to communicate, like good IR - and the weekly MEIRA newsletter serves us well to stay in touch - it's time to recharge your/our MEIRA batteries before we join you again when we will be all set for the preparation of the upcoming 2021 MEIRA annual conference and awards.

Thank you, stay well and have a nice day, as someone reminded me the other day.

Best wishes and Ramadan Kareem from Team MEIRA

Events

2021 EXECUTIVE TEAM SURVEY

DEVELOPED EUROPE & EMERGING EMEA POLLING BEGINS 12TH APRIL

Strengthen your investor outreach with Institutional Investor Research

MEIRA IR Awards 2021 - Webinar Recording

Amani Korayeim, Director, EMEA Sales and Product Development at Institutional Investor, helped us to understand the process, methodology and results of the 2021 Executive Team Survey. If you missed the session and you want to listen to the recording [click here](#). The slides from the presentation are also [available here](#).

***IR teams need to complete the personalized link to the Corporate Insights & Verification form** in preparation for the survey, in order to confirm their company details and vote for buy-side and sell-side companies. The Developed Europe and Emerging EMEA Executive Team survey will start on **12th April**.*

For more information on the process, please click [HERE](#).

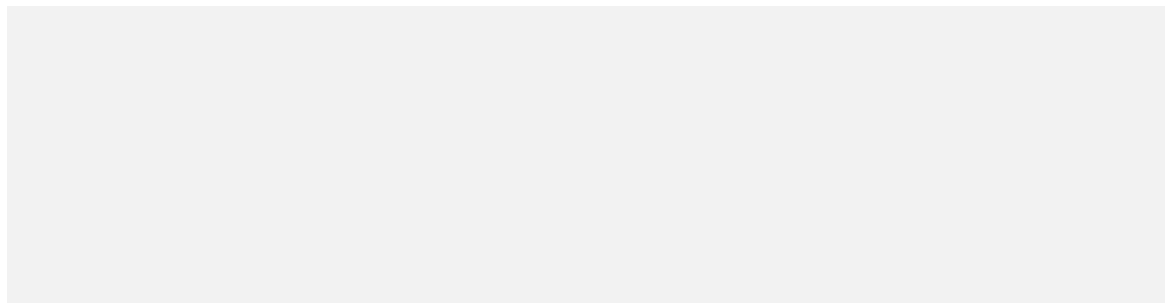


MEIRA & Boursa Kuwait Webinar - Responding to the new digital era

Boursa Kuwait collaborated with the Middle East Investor Relations Association (MEIRA) and its Kuwait Chapter to organize an Investor Relations (IR) webinar as part of their constant efforts to develop a thriving capital market in Kuwait.

Entitled 'Responding to the new digital IR era', the webinar, which was held on Monday, April 5, 2021, highlighted the new era of digital transformation and its impact on IR and approach to virtual investor communications.

Training



Visit our site meira.me/training/ and register today for the new MEIRA bootcamp!



MEIRA IR Training Courses - Teaser video!

Discover all the benefits of our training courses and visit meira.me/training/ to find out more!

Register now

Are you looking for bespoke or in-house training?

[Contact us](#)

Careers

Head of Investor Relations - Abu Dhabi



IR Function within the fund. To download the JD, visit our [site](#).

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 in order to finalise the process.

We are looking forward to welcoming you!

[Membership form](#)

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Forward

With the support of our 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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