



15 July 2021

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

Weekend reading list

- > Togetherness: where IR and PR meet, and **where they don't**. *Instinctif Partners* [Read more](#)
- > Why higher oil prices are unlikely to change GCC government spending plans. *The National* [Read More](#)
- > Preparing for shareholder activism. *CFO Magazine* [Read more](#)

MEIRA Updates

from
the
GM



Veni, vidi, vici, many congratulations, Italy, as of Sunday night, football is going to Rome!

That said, isn't the summer of sport wonderful in bringing out the best (and worst) in us? The England coach, while visibly upset in his post-match media bash, humbly spoke of continuous improvement. As we all know in IR, the tone from the top, clarity and consistency are key in good times and in the toughest times. Huge credit goes to the coach and his whole team for getting there and taking it on the chin with admirable poise, skill and strength. The coach also talked about the importance of culture throughout the organisation (he might have added, society-at-large, but we can't manage everything, can we?).

In any case, keep moving forward. Take that all-important next step of the journey - it's a young team with an already solid track record. We all have so much more in front of us, Qatar 2022, here we come!

The new Wimbledon Singles champions also shone, one for her natural grace, modesty and charm as a classic grass-court player - a joyous first-time winner. And the other for his fortitude and attention to detail, he even ate the grass. Now a veteran, he added in his victory speech, there was a time when he regularly lost to his two greatest rivals and it seemed so hard. Now, he sits alongside them with 20 Grand Slams apiece with possibly more to come!

As it says over the entrance to the imposing Centre Court:

"If you can meet with triumph and disaster and treat those two impostors just the same

With that, a big shout-out to the brilliant teenager who was good enough and man enough to take that last shot at Euro 2020!

Onwards and upwards, here's to the Tokyo Olympics and all the participants - bravo!

Happy hols, we all deserve it.

Best wishes,

Team MEIRA



The "2021 IR Practitioners Survey" will run until **Sunday, 25 July**.

The Survey, launched by **MEIRA in collaboration with DNA**, is designed to assess key career-related aspects of the IR role, including compensation, team structure, reporting line and KPIs, among other criteria.

In order for the Survey to be a success, we need a minimum participation, therefore we highly encourage you to take 5 minutes of your time and complete it.

Events



IR ESSENTIALS: SHAREHOLDER PROFILING, INVESTOR TARGETING AND CORPORATE ACCESS

MEIRA and the Saudi Exchange are organizing a series of webinars to understand best practice in Investor Relations with a practical and engaging format.

During this session, we will discuss:

What are the trends, what does your share register look like, what other potential investors can you consider in the competition for capital and how does operating in the virtual world change how you can address new opportunities to add another building block to your IR?

Join us as we hear from expert speakers, including an IRO perspective from the ground in the Kingdom. We are delighted to also be joined by a MEIRA Saudi Board member, the buy-side and a renowned international speaker to put the discussion into a broader market context.

The event will take place on 28 July.

[For more information and registration, click here](#)

MEIRA 2021 | An Odyssey, from ESG to IR | **25 October 2021**
Address Sky View
Dubai (Hybrid)

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2021 MEIRA Annual Conference & Awards - A message from the General Manager



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Maximise your visibility, share your expertise and send a strong signal to the investment community that your company is committed to the implementation of Investor Relations best practices, greater transparency and improved market communications.

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categories will close today!

Download the entry form and send it to awards@meira.me with a soft copy of your 2020 Annual Report.

The winners for each category will be announced on 25 October.

[> Download the 2021 Methodology here](#)

[> Download the 2021 Entry form here](#)

**Kindly note that a submission fee of USD100 applies to non-members*

Training

 **MEIRA
TRAINING**

Visit meira.me/training
to check the 2021
Calendar

Register now

[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 in order to finalise the process.

We are looking forward to welcoming you!

[Membership form](#)

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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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