



NEWSLETTER

Your weekly IR publication

23 January

Weekend reading list

2025: A year of transformative growth for the GCC ([Arabian Business](#))

Prioritizing sustainability: A new era for the Middle East ([Economy Middle East](#))

Maximizing the potential of and mitigating risks in IR using AI ([IR Magazine](#))

MEIRA Updates



We are delighted to present the **IR Academy**, one of MEIRA's first 2025 projects for its members.

IR Academy consists of a set of **educational workshops, complimentary for members**. With the support of our partners and various stakeholders, each workshop will feature **expert professionals** with extensive experience in the IR and ESG industry. These professionals will lead **online sessions** that will cover topics highly beneficial for the IR professionals.

The first workshop "**IR Strategy Formulation**" lead by **EY** will take place on **19 February** at 12:30 UAE time.

[IR Strategy Formulation: Register Here](#)

- Defining the corporate ambition.
- Building the right infrastructure.
- Articulating a communication governance model.
- Setting strategic objectives.
- Building engagement model.
- Scheduling the IR calendar.
- Setting KPIs, tracking and reporting performance.

For non members, the price will be US\$ 199 (VAT Inclusive).

The full IR Academy Annual Calendar and more information about the workshops will be revealed next week. Stay tuned!



**2025 Europe & Emerging EMEA
Corporate Insights Survey**

Polling: 02 Dec - 21 Feb 2025
Verify your company details and vote for buy /sell side here

extel

2025 MEIRA IR Best Practice Awards – Voting is Now Open!

The polling for the 2025 MEIRA IR Best Practice Awards has officially started! This annual event recognises the best investor relations (IR) programmes and professionals in the Middle East, including top CEOs and CFOs, based on the highly regarded Developed Europe and Emerging EMEA Executive Team Survey by Extel.

Here's what makes this process special:

- **Completely Open Voting:** There's no preselected list. Voters can nominate any company or IR professional they believe excels, ensuring a broad and democratic selection.
- **Comprehensive Evaluation:** Results are based on over 20 performance metrics and the number of votes, creating a balanced assessment of IR effectiveness and impact.

Key Details:

- **Corporate Insights Survey:**
 - Confirm your contact details [HERE](#).
 - Share insights about your IR practices, budgets, ESG, AI, and market interactions [HERE](#).


- **Buy- and Sell-Side Survey:** Runs from **January 20 to February 21**.

Issuers can actively promote the survey to their Buy- and Sell-side contacts to increase participation and ensure their efforts are recognized by key stakeholders. This is a unique opportunity to amplify your company's visibility and strengthen engagement with the investment community.

Professional Development

TRAINING COURSES

03 MON FEB	INTEGRATING ESG/SUSTAINABILITY INTO IR
11 TUE FEB	CIRO ONLINE REVISION COURSE
15 TUE APR	CIRO ONLINE REVISION COURSE
02 MON JUN	INTEGRATING ESG/SUSTAINABILITY INTO IR
18 WED JUN	CIRO ONLINE REVISION COURSE
06 MON OCT	INTEGRATING ESG/SUSTAINABILITY INTO IR
18 TUE NOV	CIRO ONLINE REVISION COURSE



meira
M&A and Treasury Program Associates

[Register here](#)

Next Courses

Integrating ESG/Sustainability into IR



Mike Tyrrell
Editor at Sri Connect



February 3, 2025
1:00 pm - 4:30 pm



Certified Investor Relations Officer



Sara Shadid
Founder & CEO of Pivot Advisory



February 11, 2025
10:00 am - 5:00 pm



Online



Register here

Register here

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