



# NEWSLETTER

Your weekly IR publication

30 January

## Weekend reading list

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**After \$2.5 billion haul, Oman's IPO Pipeline faces crucial test** ([Financial Post](#))

**Off-season engagement highlights shifting views on ESG** ([IR Magazine](#))

**The great analyst exodus: What it means for your IR strategy** ([InspIR](#))

**Increase your shareholders' loyalty, understand what matters to them**  
([Harvard Business Review](#))

**Middle East gears up for another strong year of diversification: IFR** ([Zawya](#))

## MEIRA Updates

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We are excited to introduce the **MEIRA IR Academy**, a new initiative aimed at equipping MEIRA members with the latest trends in the IR industry.

IR Academy comprises a series of **educational workshops, complimentary for members**. Delivered by our expert partners and various stakeholders, each online workshop will cover a wide range of topics of significant value to IR practitioners.

[IR Academy Flyer](#)

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**February** at 12:30 UAE time.

[IR Strategy Formulation: Register Here](#)

During this session, we will cover:

- 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\$ 149 (VAT Inclusive).*



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

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

### **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:**

interactions [HERE](#).

- Submit your Buy-side and Sell-side contact lists to boost participation

[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.

## Events

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The **Saudi Capital Market Awards 2024**, organised by Saudi Tadawul Group, are just around the corner. These annual awards recognise the accomplishments of key participants who are driving the advancement of the Saudi Capital Market across 17 distinct categories.

We are delighted to collaborate one more year on this awards process. MEIRA will be leading the judging process of the categories of **Investor Relations Program of the year 2024** and **ESG Program of The Year 2024**.

The announcement of the winners will be at the Capital Market Forum, held in Riyadh in February 2025.

[Visit the Website](#)

## Professional Development

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## 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



[Register here](#)

## Next Courses

### Integrating ESG/Sustainability into IR



**Mike Tyrrell**  
Editor at Sri Connect

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



[Register here](#)

### Certified Investor Relations Officer



**Sara Shadid**  
Founder & CEO of Pivot Advisory

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



[Register here](#)



## LEADING THE WAY

**B1** is a Financial Event Agency with more than 27 years of experience.

Over the years B1 have become the unrivalled leader of the Roadshow and Financial Events market.

We organize IPOs and Non-Deal roadshows as well as CMDs, Investor Days, Site Visits, Results Presentations, Corporate Events. We stand out as a paramount team of international professionals, creating a dedicated production system to run each bespoke project. We flawlessly orchestrate behind the scenes making every project we coordinate our own company mission.

To know more: [b1.eu](http://b1.eu)



At **Lavery Associates**, we specialise in independent, conflict-free investor perception research that helps companies strengthen their relationship with the investment community and other key stakeholders.

Our research is designed to deliver clear, actionable insights that support strategic decision-making, improve communications, and ultimately enhance valuation and mitigate future risk.

In today's volatile geopolitical and economic climate, it's increasingly difficult for companies to distinguish between noise and what truly matters. In this challenging landscape, it's more critical than ever for companies to gain a deep understanding of their audience's thoughts, expectations, and concerns.

Our approach to investor perception research goes beyond merely understanding how your company is viewed – it serves as a strategic asset that equips leadership with the clarity and confidence needed to make informed decisions, strengthen relationships, and drive long-term value.

To know more: [laveryassociates.com](http://laveryassociates.com)

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