

# Diploma of Investor Relations

SYDNEY | 11, 12 & 13 March 2020

MELBOURNE | 14, 15 & 16 October 2020



**AIRA**

AUSTRALASIAN  
INVESTOR RELATIONS  
ASSOCIATION

# About the Course

AIRA's Diploma of Investor Relations offers insights into some of the key issues in investor relations and provides valuable learning which participants can apply in their role.

Day one has been specifically designed as a stand-alone course for those new or recently appointed to their first IR role. By the end of the day, participants will have the tools and techniques to run an annual IR programme within the myriad of regulation and understand the needs of all stakeholders.

Days two and three has been developed as an intensive course for experienced investor relations professionals or individuals who have completed day one of the course. A combination of presentations and case studies are used to assist practitioners explore recent developments and current IR issues.

On completing the full three days of the course, participants may undertake a one hour online exam. On passing this exam, a Diploma of Investor Relations will be awarded by the Australasian Investor Relations Association.

## 2020 COURSE DATES AND LOCATIONS

### SYDNEY

11, 12 & 13 March 2020

UNSW CBD Campus

Level 6, 1 O'Connell Street, Sydney

### MELBOURNE

14, 15 & 16 October 2020

Melbourne Business School

168 Leicester Street, Carlton



## ENQUIRIES

Please contact the AIRA Secretariat  
GPO Box 1365, Sydney NSW 2001  
Telephone +61 2 9872 9100  
Email [administration@aira.org.au](mailto:administration@aira.org.au)

# Course Outline

## DAY ONE

TIME	TOPIC
8.30 – 8.45am	Registration
8.45 – 9.00am	Welcome
<b>INVESTOR RELATIONS FRAMEWORK</b>	
9.00 – 9.45am	Introduction to the Practice of Investor Relations
9.45 – 10.45am	Introduction to Capital Markets
10.45 – 11.00am	MORNING TEA
11.00 – 12.15pm	Investors and their Drivers
12.15 – 1.00pm	LUNCH
1.00 – 1.45pm	Introduction to Shareholder Analytics
1.45 – 2.45pm	The Language of the Capital Markets
2.45 – 3.00pm	AFTERNOON TEA
3.00 – 4.00pm	The Regulatory Environment
4.00 – 5.00pm	The Priorities of an Annual IR Program

## DAY TWO

TIME	TOPIC
8.45am – 9.00am	Registration
<b>CAPITAL MARKETS AND VALUATION</b>	
9.00 – 9.45am	Global Market Trends
9.45 – 10.45am	The Risk and Cycle Cascade
10.45 – 11.00am	MORNING TEA
11.00 – 12.45pm	Company Valuation
12.45 – 1.45pm	LUNCH
1.45 – 2.30pm	A Strategic Approach to Shareholder Targeting
2.30 – 3.45pm	The Role of Brokers
3.45 – 4.00pm	AFTERNOON TEA
4.00 – 4.30pm	The Role of Institutional Fund Managers
4.30 – 5.00pm	The Role of Superannuation Fund Managers

## DAY THREE

TIME	TOPIC
<b>PRACTICAL ASPECTS OF INVESTOR RELATIONS</b>	
9.00 – 9.45am	An Introduction to Shareholder Services
9.45 – 10.30am	Corporate Governance, Proxy Voting and the Role of Investor Relations
10.30 – 11.00am	MORNING TEA
11.00 – 12.00pm	Managing the Media
12.00 – 1.00pm	LUNCH
1.00 – 2.30pm	Managing Market Expectations
2.30 – 3.30pm	Managing a Crisis
3.30 – 4.00pm	Program Review
4.00pm	Course Concludes

# Registration Form

Please email completed forms to [administration@aira.org.au](mailto:administration@aira.org.au)

Please complete one form per person (photocopies are acceptable). All sections must be completed and payment must accompany all forms.

Please note this form should be kept as a tax receipt.

Title	First Name(s)	Surname					
Position	Company						
Address							
City	State	Postcode					
Telephone	Mobile	Email					
Special Dietary Requirements							
Course Attending	<input type="checkbox"/>	Sydney	<input type="checkbox"/>	Melbourne			
How did you hear about the Course?							
<input type="checkbox"/>	AIRA Direct Marketing	<input type="checkbox"/>	AIRA Website				
<input type="checkbox"/>	Referral	<input type="checkbox"/>	Other (please specify)				
<b>MEMBERSHIP</b>	<input type="checkbox"/>	AIRA Member	<input type="checkbox"/>	Non-Member			
<b>FEES (INCL GST)</b>							
Options	Members	Non-Members					
<input type="checkbox"/>	Day 1	\$2,145	\$2,992				
<input type="checkbox"/>	Days 2 & 3	\$2,992	\$3,916				
<input type="checkbox"/>	Full registration for 3 days + exam fees	\$4,785	\$6,182				
* to be eligible to receive the member rate you must be a current member of AIRA. All prices are in Australian dollars and inclusive of GST. Please note: registrations are NOT transferable once the course has commenced.							
<b>PAYMENT DETAILS</b>							
Total amount payable		\$					
<input type="checkbox"/>	Credit Card	<input type="checkbox"/>	AMEX	<input type="checkbox"/>	Visa	<input type="checkbox"/>	Mastercard
(please note payment made by credit card will incur a 3% surcharge)							
Card Number		CVV	Expiry			/	
Cardholder's Name							
Cardholder's Signature							
<input type="checkbox"/>	Direct transfer	Westpac Banking Corporation, 341 George Street, Sydney NSW 2000 Australasian Investor Relations Association BSB: 032-000 A/C Number: 37-8050					
<b>ENQUIRIES</b>					Australasian Investor Relations Association, ABN 66 095 554 153, GPO Box 1365 Sydney NSW 2001 Telephone: +61 2 9872 9100 Email: <a href="mailto:administration@aira.org.au">administration@aira.org.au</a>		

## Terms and Conditions

An email confirmation will be issued upon receipt of your form and payment. Your credit card will be charged immediately for the full amount to confirm enrolment.

## Substitution, Cancellation and Refund Policy

All requests for cancellation must be received in writing at least 10 working days prior to the commencement of the course. Phone cancellations will NOT be accepted. A full refund less \$100 administration fee will be granted up to 10 working days prior to the commencement of the course.

After this date no refunds or credits of any form will be issued but substitutions will be accepted. Cancellation and substitution requests should be emailed to [administration@aira.org.au](mailto:administration@aira.org.au) or faxed to (02) 9872 9200.

## Privacy Policy

AIRA requires the information provided on this form to administer and manage registrations for this course. Additionally, it assists in the provision and improvement of AIRA's products and services and to advise of future programs that might be of interest.

The intended recipients of the information are AIRA and third party services providers and/or selected partners engaged by AIRA in order to conduct the course. The provision of this information is voluntary but if you do not provide all the relevant information then the registration may not be processed. You can access your personal information by contacting AIRA. We recommend you read AIRA's Privacy Policy published on its website [www.aira.org.au](http://www.aira.org.au).