

16 AND 17 JUNE 2027 | COPENHAGEN

# Investor Relations Fundamentals

Acquire the necessary skillset to effectively manage investor relations

An in-person training held in Copenhagen and organised by



In partnership with



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## Academy – Euronext Group

At Academy we aim at sharing **capital markets expertise** by turning it into world-class training courses and programmes.

Our programmes reflect the evolution and trends of **financial markets and their eco-systems**.

Key assets of our learning centre are our centrality in capital markets, and our **internal and external faculty**, whose contributors are drawn from practitioners, academics, advisors and financial market specialists.

As an Exchange system, being at the centre of financial markets, we understand not just what happens now, but also what's changing - so we can design our courses to equip you for the world of today and tomorrow.

### An accredited Management System Certificate

Euronext Corporate Solutions Italy, where Academy sits, meets the management system Standards **ISO 9001:2015**, **IAF 37** certified by DNV.

The accreditation guarantees internationally recognised quality service standards and allows companies to apply for public funding to finance individual and company training projects.



## Upcoming courses

*Check our courses calendar [here](#).*

## Programme overview

### Background

Effective, fair and trustworthy communications between a company and its shareholders and stakeholders can have a major impact on the corporate reputation and value. This programme is designed to equip junior IR managers with the necessary skills and competences to effectively manage investor relations for their organisation.

### Objectives

Several key outcomes can be expected from this course. Delegates will be exposed to learning:

- The purpose and value of the IR role
- The identification of internal and external stakeholders and shareholders and how to engage with them
- The difference between sell-side and buy-side, how to approach them and establish a productive relationship with them
- The development of an effective IR strategy
- The most efficient communication style with financial media

This 2-day training course will be complemented with some groupworks, led by Academy experts.

### Who should attend

This training programme is addressed to:

- New joiners in IR teams
- Junior IR
- Communication and PR Managers of listed and listing companies
- Financial analysts of listed companies

### Our faculty

#### Academy experts

**Logistics and methodology****Venue**

The training course will take place at the Euronext Securities premises in Copenhagen, Nicolai Eigtveds Gade 8.

**Learning methodology**

The Expert-led 'active learning' sessions are led by a pool of selected experts practitioners and advisers.

The course itself follows an "active learning" approach, which is based on case studies, interactive group exercises.

Whilst there will be a need for the teaching of theoretical concepts, these will be kept to a minimum and reinforced through delegate participation.

**Learning material**

The course material will be provided to the delegates in pdf format the day after the course has taken place.

**Certificate of attendance**

The certificate of attendance in PDF and as a LinkedIn certificate will be given at the end of the course.

## Course Agenda

### Day one:

**16 June 2027**

**Understanding the financial eco-system: putting the IR function into context**

**9.00** *Registration and coffee*

**9.20** *Welcome and introduction to the course*

**9.30**

**The purpose and value of the Investor Relations role**

- The Evolution of the role of Investor Relations as a result of the development of capital markets
- Value and purpose of Investor Relations within a company

**10.15**

**Key Features of the investment industry**

- Equity Market Investors
- Debt Investors
- Market participants: a closer look at the buy side and sell side

**11.00** **Coffee break**

**11.15**

**Shareholders and external stakeholders targeting: IR funds and their investment styles**

- Major buy-side players
  - Institutional fund managers
  - Responsible and impact investing
  - Sovereign funds
  - Alternative funds (Hedge Funds)
- The structure of a buy-side firm
- Private and retail investors
- The increasing role of passive investors
  - Understanding and managing the buy-side expectations
- Understanding and managing the sell side expectations: the relevance of perception studies

**12.15**

**Group works and discussion zone: analysis of your main target audiences**

**13.00** **Lunch**

**Effective IR strategy and execution: how to develop an IR plan**

**14.00**

**Developing an effective IR strategy**

- The role of IR and IR strategy: a combination of finance, communication and marketing
- Investor Relations plan construction
- Dos and don'ts in the IR plan implementation
- Qualification of investor contact
- Insourcing or outsourcing your Investor Perception study: which is the best choice for your company?

**14.30**

**Preparation and impact analysis of financial and strategic releases**

- Shareholder Identification
- Designing an IR strategy in occasion of:
  - AGMs
  - Preliminary results
  - Institutional Investors Meetings
  - Meetings with the sell side
  - Capital Markets Days

**15.45** **Coffee break**

**16.00**

**Group works and discussion zone**

**16.45 Close of day 1**

**Day two:****17 June 2027****Managing effective Investor Relations****9.15** *Registration***9.30****Identifying internal stakeholders and key internal IR activities**

- Managing the reporting flow for Boards
- Interactions with the C-suite, Corporate Responsibility Officers and other internal departments

**10.15****Post-Listing Reporting: use cases and group works**

- IR plan design
- Monitoring and reporting
- Strategic evaluations

**11.00** **Coffee break****11.15****Group works and discussion zone: drafting the structure Board report****12.45** **Lunch****14.00****Rules for effective investor communications in times of crisis****14.30****Efficiently communicating with financial media****15.00** **Coffee break****15.15****The importance of the relationship with the sell-side****16.15** **Course close**

## General information, registration and fees

### Date, time and format

16 and 17 June 2027: 9.30 – 16.45 CEST

In-person training programme held in Copenhagen (Nicolai Eigtveds Gade 8, Copenhagen, Denmark).

### Registration fee

The individual registration fee is € 1,500 + VAT (if applicable).

### How to Register

The registration can be completed online via our [Academy website](#), following the instructions published on [here](#).

### Discount options

**Early Bird:** Register by **15 March 2027** and get 10% discount.

**Multiple registrations via Annual Subscription Packages.** Is your company interested in registering more than one individual? Discover how our prepaid [Annual Subscription Packages](#) are designed to provide superior value for your investment.

**Discounts for DIRF members.** A discount on the individual registration fee is available for DIRF.

If you are a member, please contact your *partner representative* to obtain the applicable coupon, or reach out to the Academy team at [academy@euronext.com](mailto:academy@euronext.com) for further information.

**Discounts cannot be combined.**

### Join our Academy-Next Community of reference

Once you register to the selected training, you will be able to freely join one or more Academy-Next Communities among the following: IR and ESG, Regulations and Compliance, Capital Markets and Corporate Finance. Discover more on [our website page](#).

### Individual membership

Are you interested in building a personalised training path tailored to your specific career goals?

Academy offers a selection of prepaid individual [Membership options](#) designed as the most cost-effective solution for individuals who want to take multiple courses throughout the year and participate in **advanced Academy programmes** in our [Academy IR /Capital Markets and Compliance Communities](#).

### General Terms & Conditions

Before registering to the course you will be asked to flag our [General Terms & Conditions](#).

## Academy

Comprehensive, quality education is fundamental for the development and growth of the economy. As part of a pan-European market infrastructure at the centre of European capital markets, Academy's main objective and activity is turning capital markets expertise into world-class training courses and programmes and making them relevant to the wider financial community of today and of tomorrow. Key Academy assets are our centrality in capital markets, and our internal and external faculty, made up of practitioners, academics, advisors and financial market specialists. Interactive and innovative learning methods make all Academy programmes an inspiring experience.

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