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COURSE BROCHURE

# Investor Relations and Equity Story Communication Training Course

15 – 19 March 2027
Vienna

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# Investor Relations and Equity Story Communication Training Course

**Ref:** 2250_83492 **Date:** 15 – 19 March 2027 **Location:** Vienna **Fees:** 5900 GBP

Investor Relations and Equity Story Communication is a 1-week training course for investor relations officers, finance staff and corporate communications specialists explaining a company to capital markets, ending with an investor presentation and engagement calendar. Shareholders now judge credibility on consistency between strategy, numbers and messages across every channel. Jupiter Prime Training delivers this Investor Relations and Equity Story Communication course.

## Why Investor Relations and Equity Story Communication Matters Now

Two forces shape the discipline today. Institutional shareholders, sell-side analysts and proxy advisers compare company messages against peers within hours of a results release, while boards expect investor feedback to reach strategy discussions. A company that tells a clear, evidence-based equity story tends to earn a fairer valuation and steadier shareholder register; one that drifts between messages invites volatility and activist pressure. The course rests on widely used principles of fair disclosure, consensus management and stakeholder mapping, described here in general terms.

## Who Gains Most from Investor Relations and Equity Story Communication

- Investor relations officers who own the shareholder register and analyst coverage
- Financial reporting staff who prepare results packs and guidance
- Communications specialists who align media messaging with market announcements
- Treasury staff who support capital raising and debt investor meetings
- Company secretarial staff who handle insider lists and disclosure registers

Listed companies and those preparing for a flotation gain most when their investor relations, finance and communications staff attend together and leave with one shared message architecture.

## Investor Relations and Equity Story Communication Capabilities

Participants turn strategy, financial results and capital allocation choices into messages that analysts can model and shareholders can test against delivery.

- Build an equity story linking strategy, key value drivers and capital allocation — board and executive sign-off
- Design a results communication sequence from release to earnings call — chief financial officer and analyst audiences
- Assess the shareholder register and target investor list — roadshow and meeting priorities
- Communicate guidance and manage consensus expectations — sell-side analysts and portfolio managers
- Apply fair disclosure and market-sensitive information controls — company secretary and disclosure committee
- Calculate perception gaps from investor feedback and valuation peers — executive messaging decisions

## Key Investor Relations and Equity Story Communication Terms

- Equity story — the concise argument explaining why a company's shares merit investment.
- Consensus estimate — the average of analysts' published forecasts that the market uses as a benchmark.
- Shareholder register analysis — a review of who owns the shares by investor type and style.
- Fair disclosure — the principle that market-sensitive information is released to all investors at the same time, not selectively.
- Earnings call — a scheduled conference where management presents periodic results and answers questions.
- Perception study — structured feedback from investors and analysts on how they view the company.

## Investor Relations and Equity Story Communication Day by Day

## Day 1: Capital Markets Context and the Shareholder Base

- Role of the Investor Relations Function — Board Expectations and Reporting Lines
- Institutional, Retail and Activist Investor Types — Engagement Priorities by Owner
- Sell-Side and Buy-Side Analyst Motivations — Coverage and Research Influence
- Shareholder Register Analysis — Targeting Gaps and Concentration Risk
- Valuation Peers and Multiples — Positioning the Company Against Comparables

## Day 2: Building the Equity Story

- Investment Case Structure — Strategy, Value Drivers and Proof Points
- Key Performance Indicators for Investors — Metrics That Analysts Can Model
- Capital Allocation Narrative — Dividends, Buybacks and Growth Investment
- Sustainability and Long-Term Value Messaging — Responding to Stewardship Questions
- Message House and Proof Library — Consistency Across Every Channel

## Day 3: Results Communication and Guidance

- Results Release Drafting — Headline Figures and Explanation of Variances
- Earnings Call Script and Question Bank — Executive Preparation and Rehearsal
- Guidance Policy Options — Ranges, Frequency and Withdrawal Decisions
- Consensus Collection and Expectation Management — Avoiding Surprise Outcomes
- Handling Bad News and Profit Warnings — Timing and Tone Choices

## Day 4: Analyst Engagement, Disclosure and Channels

- Roadshow and Conference Planning — Investor Targeting and Meeting Formats
- One-to-One Meeting Conduct — Quiet Periods and Selective Disclosure Risk
- Disclosure Committee and Insider Lists — Market-Sensitive Information Controls
- Investor Website, Webcasts and Social Channels — Reach and Record Keeping
- Perception Studies and Feedback Loops — Reporting Investor Views to the Board

## Day 5: Practising the Investor Presentation and Engagement Calendar

- Applying the Register Analysis — Choosing Target Investors for the Year
- Applying the Message House — Slide Storyline for the Equity Story
- Mock Earnings Call With Analyst Questions — Peer Feedback on Delivery
- Annual Disclosure and Event Timetable — Results, Meetings and Quiet Periods
- Investor Presentation and Engagement Calendar — Final Draft for Executive Review

## Applying Investor Relations and Equity Story Communication After the Course

- Run a shareholder register review and propose a revised target investor list.
- Rebuild the next earnings call script around the message house and test it with analysts.

## Investor Relations and Equity Story Communication Questions FAQ

### What is investor relations and equity story communication, and why does it matter now?

It is the discipline of explaining a company's strategy, results and prospects to shareholders and analysts in a consistent, evidence-based way. It matters now because investors compare messages across channels instantly, and inconsistency quickly affects valuation and management credibility.

### Which roles gain most from investor relations and equity story communication skills?

Investor relations officers gain most, alongside financial reporting, corporate communications, treasury and company secretarial staff.

## How does investor relations and equity story communication differ from a corporate finance or public relations course?

It focuses on the dialogue between a company and its investors rather than deal execution or media coverage. You work on equity stories, consensus and disclosure controls.

## What do you bring back from investor relations and equity story communication training?

You bring back a draft investor presentation and a twelve-month engagement calendar. Both rest on your own register analysis and message house.

## Investor Relations and Equity Story Communication: The Way Forward

The investor presentation and engagement calendar give the chief financial officer and investor relations lead a shared plan for the year. Its first use is deciding which investors to meet before the next results release. Disclosure and communications staff use it to align timing and wording. After the first results cycle, revisit the perception feedback and adjust the equity story where investors still doubt delivery.