Strategic Investor Relations and Financial Communication Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PR5921_282770

Course Introduction / Overview:

This course provides a comprehensive exploration of modern investor relations and financial communication, designed to transform participants into strategic advisors who can significantly influence corporate valuation and stakeholder confidence. In today's complex capital markets, a reactive approach to IR is insufficient. This program, offered by BIG BEN Training Center, champions a proactive, narrative-driven strategy that aligns financial performance with a compelling corporate story. We delve into the principles championed by academics like Baruch Lev, whose work in "The End of Accounting" highlights the growing importance of communicating intangible assets and forward-looking information to achieve a fair valuation. Participants will move beyond the mechanics of compliance and reporting to master the art of financial storytelling, shareholder engagement, and crisis management. This training course equips professionals with the tools to build and protect their organization's reputation, navigate regulatory complexities with ease, and foster robust, long-term relationships with the investment community, ultimately driving sustainable shareholder value.

Target Audience / This training course is suitable for:

- Investor Relations Officers and Managers.
- Chief Financial Officers and Finance Directors.
- Corporate Communications and Public Relations Professionals.
- Finance and Treasury Managers.
- Legal and Compliance Officers involved in public disclosures.
- Chief Executive Officers and Board Members.
- Business development and corporate strategy professionals.
- Anyone aspiring to a career in investor relations or corporate finance.

Target Sectors and Industries:

- Publicly listed companies across all sectors.
- Private companies preparing for an Initial Public Offering (IPO).
- Financial services, including banking, insurance, and asset management.
- Technology and telecommunications.
- Healthcare, pharmaceuticals, and biotechnology.
- Energy, utilities, and natural resources.
- Manufacturing and industrial goods.
- Governmental and quasi-governmental entities that issue public debt.

Target Organizations Departments:

- Investor Relations.
- Finance and Accounting.
- Corporate Communications.
- Public Relations.
- Legal and Compliance.
- Executive Management (CEO, CFO offices).
- Strategy and Corporate Development.
- Treasury.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement a comprehensive and strategic investor relations plan.
- Master the art of financial storytelling to shape the corporate narrative.
- Effectively manage quarterly earnings releases, conference calls, and analyst meetings.
- Navigate the complex regulatory landscape, including disclosure requirements and Reg FD.
- Build and maintain strong relationships with buy-side and sell-side analysts.
- Create compelling annual reports and other investor-facing materials.
- Proactively manage communications around M&A, shareholder activism, and other special situations.
- Develop a robust crisis communication plan for financial-related issues.
- Measure the effectiveness of an IR program using key performance indicators.
- Integrate Environmental, Social, and Governance (ESG) factors into financial communications.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course moves beyond theoretical lectures to immerse participants in a dynamic learning environment. We utilize a blend of interactive presentations, expert-led discussions, and in-depth case study analyses of real-world corporate successes and failures in investor relations. Participants will work in teams on practical exercises, such as drafting an earnings release, preparing a script for an analyst call, and developing a response strategy to a shareholder activist campaign. These hands-on workshops ensure that theoretical concepts are translated into tangible skills. The course fosters a collaborative atmosphere where participants can share experiences and learn from their peers across various industries. Ample time is allocated for Q&A sessions, and our expert instructors provide personalized feedback to help each participant master the nuances of strategic financial communication and build the confidence to excel in their roles.

Course Agenda (Course Units):

Unit One: The Strategic Role of Modern Investor Relations

- The evolution of investor relations from tactical function to strategic imperative.
- Understanding the capital markets ecosystem and key players.
- The link between effective IR, corporate valuation, and cost of capital.
- Core responsibilities and competencies of the IR officer.
- Establishing a credible and transparent communication policy.
- The legal and regulatory framework governing financial disclosure.
- An introduction to Fair Disclosure (Reg FD) and its practical implications.

Unit Two: Crafting the Narrative and Financial Reporting

- Mastering the art of financial storytelling and message development.
- Analyzing and interpreting financial statements for communication purposes.
- Preparing impactful quarterly earnings releases and shareholder letters.
- Best practices for designing and delivering compelling annual reports.
- Techniques for conducting effective earnings conference calls and webcasts.
- Developing key performance indicators (KPIs) that support the corporate narrative.
- Communicating intangible assets and non-financial value drivers.

Unit Three: Proactive Investor Engagement and Targeting

- Identifying and prioritizing the right investors for your company.
- Developing a strategic investor targeting and outreach program.
- Planning and executing successful non-deal roadshows and investor conferences.
- Building and maintaining strong relationships with sell-side and buy-side analysts.
- Leveraging perception studies to understand market sentiment.
- The role of digital platforms and social media in modern IR.
- Managing the company's investor relations website as a key communication hub.

Unit Four: Navigating Special Situations and Crisis Communication

- Communicating effectively during mergers, acquisitions, and divestitures.
- Preparing for and responding to shareholder activism.
- Managing communications around executive changes and corporate restructuring.
- Developing a comprehensive financial crisis communication plan.
- Handling negative news, earnings misses, and guidance changes.
- The role of the IR team in litigation and regulatory investigations.
- Case studies in successful and unsuccessful crisis management.

Unit Five: Measuring IR Effectiveness and Future-Proofing Strategy

- Establishing metrics and KPIs to measure the success of the IR program.
- Integrating Environmental, Social, and Governance (ESG) criteria into your IR strategy.
- The rise of integrated reporting and communicating sustainability.
- Leveraging technology and data analytics in investor relations.
- The future of IR: trends, challenges, and opportunities.
- Developing a personal action plan for applying course learnings.
- Final capstone exercise: building a complete IR strategic plan for a case company.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of information overload and algorithmic trading, how can authentic financial storytelling genuinely influence long-term investor behavior beyond short-term market reactions?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic integration of investor relations with core business objectives, rather than merely teaching tactical execution. While many programs cover the basics of financial reporting and compliance, this training course elevates the conversation to how communication drives corporate valuation. We emphasize the art of financial storytelling, providing participants with the skills to build a compelling narrative that resonates with the investment community and justifies the company's long-term strategy. The curriculum uniquely blends three critical pillars: rigorous regulatory knowledge, sophisticated communication and engagement strategies, and proactive crisis management. Participants will not just learn how to write an earnings release; they will learn how to frame the results to manage expectations and build confidence. Through extensive use of real-world case studies on topics like shareholder activism and ESG communication, the course provides a practical, holistic, and forward-looking perspective, preparing professionals not just for their current role, but for the future challenges of the capital markets.