

Developing a Strategic IR Plan

EQUITY GROUP

It is vital for public and going-public companies to implement strategic and results-oriented investor relations programs. Companies must tell their stories in a clear, succinct way, and target the most relevant investors and analysts. IR should enable management teams to engage directly with current and potential investors and analysts on a consistent basis in order to develop relationships and foster understanding of the company's business, strategy, financials and outlook.

5 key elements of developing a personalized, strategic IR plan:

- 1. Establish primary goals – the foundation of the plan.** The goals must be based on the company's unique profile and expected corporate milestones.
- 2. Identify the most relevant buy-side and sell-side targets.** These shift periodically due to a company's evolving story and investment characteristics. Outreach to these contacts must be done in a proactive, professional manner.
- 3. Map out preferred investor events.** It's beneficial to plan ahead to secure participation in the most productive investor conferences, where the management team can interact with investors appropriate for the company's profile. It's also important to work around quarterly financial results timing and expected corporate developments when planning out investor conferences and organizing non-deal roadshows, and perhaps arranging an Investor Day.
- 4. Provide insight into management's long-term vision.** This is critical for attracting institutional investors with a multi-year investment horizon.
- 5. Assess and refine the messaging and outlook periodically.** This will help ensure that the company sets appropriate expectations for the coming year; building and maintaining credibility is essential.

The Equity Group leverages its 50 year history and expertise in developing and implementing strategic investor relations plans to benefit each unique client.

Ready to craft your 2025 IR plan?

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