

IRPAS NETWORKING SERIES 2014

“Making Social Media Work for You in IR”

Thursday, 24 April 2014, 10:00am to 12:00pm, Bloomberg Auditorium
Level 12, 23 Church St, Singapore 049481

Dear IRPAS members,

Whilst companies increasingly embrace social media to communicate with the investment community, an IRPAS survey last year found that only 4% of Singapore-listed companies use it regularly. Join us at a morning briefing to find out how social media can help Singapore-listed companies provide up-to-the minute online intelligence and establish meaningful investor relationships.

Using real life case studies from UK companies, **David Shriver, Managing Partner, Tulchan Communications**, will share with us:

- The importance of social media for IROs
- The “feedback loop” between the capital markets and media

Advising leading MNCs, European corporate and financial institutions from Tulchan, an international financial and corporate communications advisory firm, David previously served as director of group financial communications and strategic adviser to the CEO at Carrefour in Paris.

Pamela Kustas, Equity Market Specialist, Bloomberg, will also take us through:

- How analysts and investors are leveraging Bloomberg’s news sentiments
- An introduction to Bloomberg’s Social Velocity

Providing analytical and market insight to equity and corporate clients through exclusive training and seminars, Pamela joined Bloomberg with extensive equities experience at institutional asset management and large brokerage firms in the US.

With best regards

IRPAS

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Programme

- 10:00 am Registration and Networking
- 10:15 am Welcome from IRPAS Secretariat
- 10:20 am Opening remarks from Jeannie Ong, Director, IRPAS and Chief Marketing Officer, StarHub
- 10:30 am **Use of Social Media in IR**
by David Shriver, Managing Partner, Tulchan Communications
- 10:50 am Q&A
- 11:00 am Refreshments and Networking
- 11:15 am **Bloomberg Social Media Tools**
by Pamela Kustas, Equity Market Specialist, Bloomberg
- 11:35 am Q&A
- 11:45 am IRPAS Announcements
- 11:50 am Networking
- 12:00 pm Event ends

RSVP by Thursday, 17 April at info@irpas.com
and we will send you a confirmation email shortly.

