



Capital Events

IR master class @ MOEX

19TH DECEMBER 2019

FINANCIAL EVENTS

who we are

- More than 300 successful projects across the globe in our personal portfolio.
- 24 years of experience in the financial events industry, sales and marketing.
 - Knowledge of both Emerging and Developed Markets.
 - We organise financial events and provide IR support globally.
- We have experience in providing various services to IR teams for more than 10 years.
- We have knowledge and personal relationships with ECM bankers, corporates and PR/IR advisors across the globe.

SERGEI ZHOGOTA
Partner / Director, CAPITAL EVENTS

global expertise

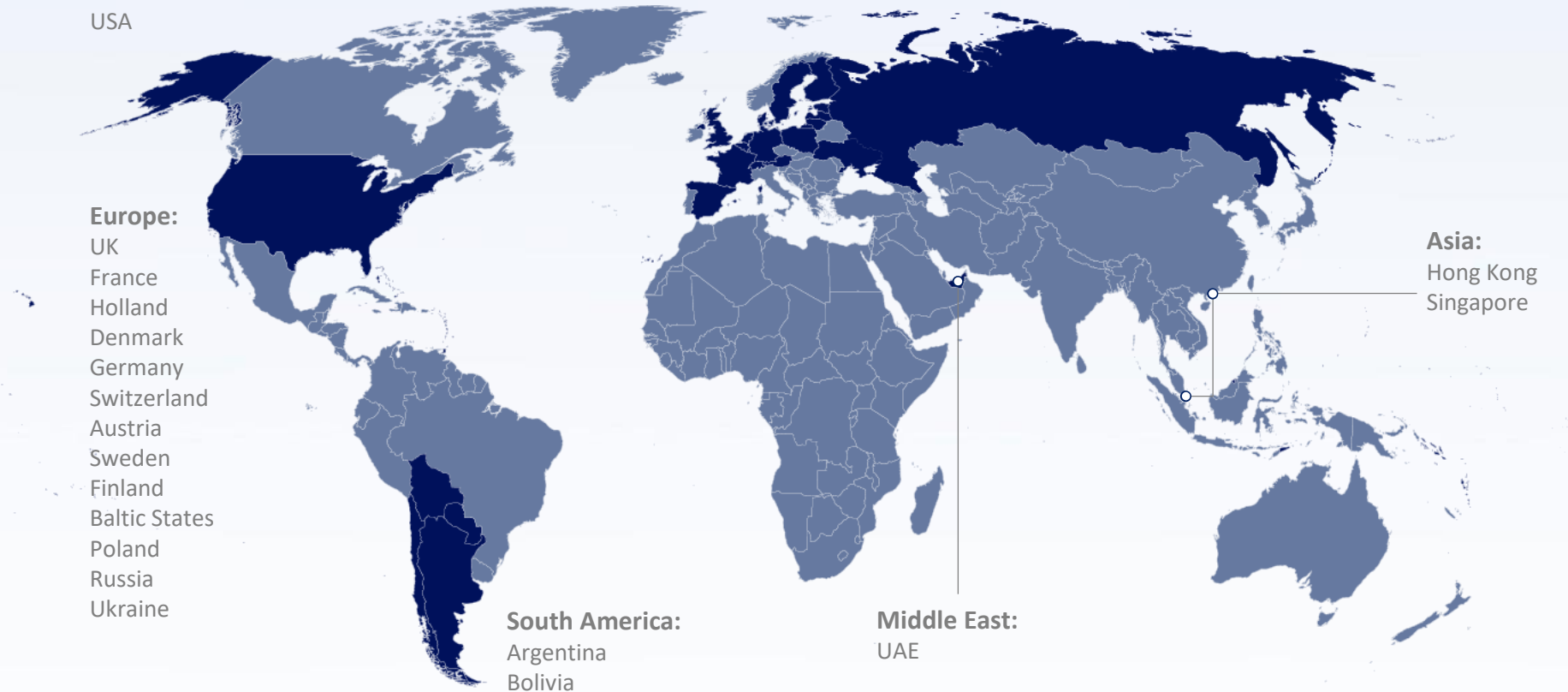
North America:
USA

Europe:
UK
France
Holland
Denmark
Germany
Switzerland
Austria
Sweden
Finland
Baltic States
Poland
Russia
Ukraine

South America:
Argentina
Bolivia
Chile
Paraguay

Middle East:
UAE

Asia:
Hong Kong
Singapore





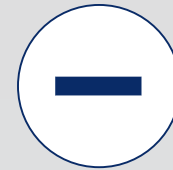
BEST
PRACTICE

REALITY

best practice vs reality

- Broker
 - Financial PR support
 - Production/Logistics coordinator
-

appoint
professionals

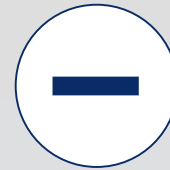


1.

best practice vs reality

- Broker
 - Financial PR support
 - Production/Logistics coordinator
-

appoint
professionals



I can do it all
myself

- Venue search -
 - Production details -
 - Invitations -
 - On the day coordination -
 - Slides preparation -
 - Event design elements -
 - Speaker training etc -
-

best practice vs reality

- Precise project timeline
 - Speaker training
 - Market perception
 - When times are bad
 - All departments involved from start
 - Corporate gifts
 - On-site preparation
 - Use a timer
-

advanced
preparation

2.

best practice vs reality



best practice vs reality

- Precise project timeline
- Speaker training
- Market perception
- When times are bad
- All departments involved from start
- Corporate gifts
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- Use a timer

advanced
preparation

In chaos we
trust ...

- PR -
- Corporate gifts -
- Designs -
- Presenting team -
- Internal communications -
- Silence in bad times -
- Same key team throughout -
- Reading texts -

best practice vs reality

- Advanced planning
ALWAYS saves money
 - Investors like modesty
 - Cheap means cheap
 - Allowance for extras
-

balanced
budget

3.

best practice vs reality

- Advanced planning
ALWAYS saves money
 - Investors like modesty
 - Cheap means cheap
 - Allowance for extras
-

balanced
budget

we save,
save, save ...
until we fly in
...

Unrealistic tenders -
Direct vs Bank/Agency -
Attention to details -

cost analysis



- EXECUTIVE TRAVEL (3RD PARTY)
- EVENTS VENUES AND CATERING (3RD PARTY)
- PRINTING, MATERIALS, AV PRODUCTION (3RD PARTY)
- SPECIALIST LOGISTICS PERSONNEL

UP TO 100% FEES
REFUND
IF/WHEN DATES
MOVE OR
CANCEL

20-30%
DISCOUNTS ON
VENUES AND
CATERING

20-40% OFF
HOTEL RACK
RATES

20-25%
DISCOUNTS
ON
PRODUCTION

best practice vs reality

- Video reports
- Perception study
- Feedback/results evaluation in real time
- Event Apps
- Encourage employees

use your audience

4.

best practice vs reality

- Video reports
- Perception study
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use your audience

our management is very conservative

We don't have this in our budget -
We never did it before -
We like to eat and drink with investors -

when times are bad ...

“

The bottom line has always been that investors see red if they don't see their green...

Addressing some of the challenges management may be facing:

- Disappointing dividends
- Turnarounds in the market
- Bad management decisions
- Investor revolts and board takeovers

Forecast:

- Selling a bold new strategy as the solution
- Accepting a poison pill (new members on board, downgrading expectations, disappointing results)

conclusion

“One of leadership principles is ‘run to the fire’: If you’ve got a tough message to deliver, don’t shrink from it. Address it head on, with a frank assessment of the issue, the reasons behind it, and what’s being done to address it. You’ve got to have a plan and really think through the implications of what you’re telling people, and make sure that message is consistent across all the audiences you’re trying to address. You need to be aware of prior public commentary from the company to bridge any gaps between what you said before and what you’re saying now.”

Rob Binns, HP

“When we’ve had issues in the past, we’ve tried to be very clear with investors about what happened, why it happened, and how we are addressing the issue, rather than simply saying that we had a problem. We really try to be expansive in terms of ensuring investor understanding and building their confidence that when these things happen, the management team has a plan to get things back on track.”

Regina Nethery, Humana

thank you

“

The best investor days are those where the company has done its homework and asked us what we want to learn, and then it addresses those issues.
We want a road map for measuring your progress against goals

SELL SIDE ANALYST
Goldman Sachs



planning preparation precision

www.cap-events.com