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For further information about this bulletin or about *Informed*, please contact:

Richard Knight, The IR Society, 020 7379 1763  
[richard.knight@irs.org.uk](mailto:richard.knight@irs.org.uk)

Alastair Murray, Silverdart, 020 7928 7770  
[alastairmurray@silverdart.co.uk](mailto:alastairmurray@silverdart.co.uk)



## In the news

### **FSA announces consultation paper on effective governance standards within firms**

Since adopting a greater supervisory programme of the role of senior management at firms, the Financial Services Authority (FSA) have issued a number of publications and initiatives designed to prevent a similar financial crisis to the credit crunch developing in the future.

Sally Dewar, managing director of the FSA's risk

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### Latest on the Job Zone ...

[www.irs.org.uk](http://www.irs.org.uk)



**Investor relations officer – FTSE 100 (London)**  
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Up to £50,000 + bonus + benefits



**Head of investor relations (central London)**  
£Competitive + benefits



**Senior IR manager (Bristol)**  
£Highly competitive + attractive benefits & relocation package

Full details of these jobs and many others are on the IR Society Job Zone – [www.irs.org.uk](http://www.irs.org.uk)

business unit, said: “We have been very clear about our more intensive supervisory approach of firms and individuals, and our renewed focus on the quality of governance. We were fully supportive of Sir David Walker’s recommendations and this CP sets out how we intend to deliver them through our ongoing supervisory work and authorisation processes.”

As part of this, the regulator has issued a consultation paper on effective governance standards within firms entitled *Effective corporate governance (Significant influence controlled functions and the Walker review)*. Please view it [here](#). Comments on all proposed amendments should reach the FSA by 28 April 2010.

## The IR Society News

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### Membership offers

We currently have various membership offers for subscribers yet to join the Society or for current members who feel their colleagues or associates would

benefit from membership of the UK’s forum for investor relations professionals.

### Service provider rewards 30th Anniversary ‘3 for 3’ special promotion

For every three new members introduced in the next 3 months we will give you either a free twelve month membership of the Society for a member of your staff or a complementary ticket to our Annual Conference or two tickets to our Awards Dinner. To help you with the recruitment you can offer your clients a 15% first year discount on their membership. Please ask them to quote your name and promotion code 2010/15. The programme runs from January to March 2010. Existing membership transfers are not included as new members.

### CIR

Successful CIR candidates are offered a discounted first year membership in recognition of their achievement.

### Professional Development

From next week onwards non-member course attendees on our professional development programmes can claim the difference between the member and non-member course rates off their membership subscription (typically £120).

Please contact the IR Society on [020 7379 1763](tel:02073791763) for more information.

### Webinar: UK recovery not ‘sustainable’

Many thanks to our speaker, Stephen Kingsley, senior managing director of FTI Consulting, and all participants at this week’s webinar – ‘Predictions for the new decade’. *IR Magazine* reports Stephen as stating the economic outlook for the next decade is bleak: ‘The UK’s manufacturing boost is neither sustainable nor a sign that ‘things can only get better’.

‘Speaker Stephen Kingsley said the ‘good times’ from 1997 to 2007 have left the UK with spiralling debt commitments and the financial industries upon which it depends should not be pilloried. The webinar, ‘Predictions for the new decade’, was given the informal subtitle, ‘What is going to make us rich for the next 10 years?’ by Kingsley.

‘Manufacturing in the UK, the Eurozone, the US and Asia surged in January, with the UK’s index for manufacturing reaching its highest level of growth for 15 years. But Kingsley said hopes that this signals recovery for the UK are unrealistic. The country doesn’t have the workforce to survive on a base of manufacturing and, if it did, its income expectations would be too high.’ Please read the rest of this report [here](#).

Members can download the webinar from the presentations and knowledge bank sections of our website.

### Congratulations!

Congratulations to the following people who have passed the Certificate in Investor Relations recently:

- Rikke Eckhoff, Incisive Media
- Sinthuja Vijayakumar, Hugin (UK) Ltd
- Tamsin Waterhouse, Inchcape PLC
- Rafael Dominguez, Nasarius ApS
- Anastasia Fomina

### Courses/Events

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Please view forthcoming IR Society events for the first half of the year on our [website](#).

### IR Course: Effective investor targeting

Date: Tuesday 9 February

Time: 09:30 – 16:30

Cost: £350 + VAT members; £470 + VAT non-members

By attending this course participants will gain an understanding of how to effectively target investors nationally and internationally, through using practical tools and leveraging external advice and resources. The

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course will demonstrate how to maximise the investment in brokers, sales teams and other service providers and get a perspective on the key requirements for executing a successful roadshow.

Guest speakers include David Roberts, corporate broking, UBS; John Dawson, director of IR, Cadburys; Sue Scholes, director of communication, AMEC; Richard Davies, RD:IR.

The course is suitable for IR practitioners and consultants supporting IR professionals and would also be of benefit to shareholder analysis teams and those in IR who have already gained some experience.

For further details, see our website or please contact [rachael.simmonds@irs.org.uk](mailto:rachael.simmonds@irs.org.uk).

### IR informer breakfast: IR roadshows

Date: Tuesday 11 February

Time: 08:30 breakfast, 09:00 – 10:30 presentations

Venue: Citi Depository Receipt Services, Citi-Stirling Square, 5-7 Carlton Gardens, London SW1Y 5AD

Cost: free to members; £50 + VAT non-members

The coordination of roadshows will be explored by a number of industry professionals, giving advice, practical tips and consideration of the variety of roadshows available. The presentations will draw upon the practical experiences shared by an IR professional, as well as advice and information from corporate access and marketing teams.

Speakers include Caroline Metcalfe, analyst at AngloAmerican; Jane Henderson, corporate access at Citi European Equities; and Jonathan Brown, MD product marketing & corporate access at CSFB.

For further details and to register please contact Dipty Patel on [020 7379 1763](tel:02073791763) or [dipty.patel@irs.org.uk](mailto:dipty.patel@irs.org.uk).

### An ICSA policy breakfast briefing: Current settlement and registration initiatives

Date: Tuesday 11 February

Time: 08:30 breakfast, 09:00 – 10:30 presentations

Venue: Institute of Physics, 76 Portland Place, London, W1B 1NT

Cost: £67.50 + VAT at 17.50% (ICSA members rate offered to IR Society members)

The programme includes:

- Euroclear and the Single Platform (harmonisation)
- Target2Securities
- Dematerialisation

These settlement and registration initiatives are either already having an impact on companies and their secretariats, or will in due course.

The briefing aims to highlight the relevant features (including any possibility to influence their development) and provide detail of the practical implications.

Please see [here](#) for more details.

### Professional Development – new courses introduced for 2010

For 2010 we have introduced three new courses into the programme. Designed for the more experienced IROs, we are offering: ‘Beyond the traditional investor’ and ‘How to add value to your IR programme’. We have also devised a programme for assistants of board level executives – ‘Investor relations for personal and executive assistants’.

The full details of the IR Society’s Professional Development programme can be viewed at [www.irs.org.uk](http://www.irs.org.uk).

New for 2010 is our ‘Effective investor targeting’ course which will be invaluable for more experienced IROs who want to get the best value from their advisers and make more effective use of their time.

For more information please contact Rachael Simmonds on [020 7379 1763](tel:02073791763), or email [rachael.simmonds@irs.org.uk](mailto:rachael.simmonds@irs.org.uk).

Level 1 course

Revised programme – ‘Introduction to financial markets for IR’

18 March

20 May

1 July

14 September

21 October

2 December

Level 1 course

‘IR: Working with the City’

15 April

7 October

Level 1 course

‘IR: communication tools and techniques’

11 February

5 August

4 November

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Level 2 course  
'Effective investor targeting'  
TBC February  
14 October

Level 2 course  
'Demystifying company accounts and valuations'  
23/24 February  
11/12 May  
9 June  
7/8 September  
10/11 November

Level 2 course  
'IR regulation and compliance essentials'  
25 February  
27 April  
1 September  
2 November

Level 2 course  
'IR regulation update'  
30 June  
19 October

Level 2 course  
'Effective investor targeting'  
9 February  
14 October  
Level 2 course  
'Best practice in practice'  
w/c 20 September, London and Edinburgh

Level 2 course  
'Optimising our media relations'  
28 April

Level 2 course  
'Writing & presentation workshop for investor relations'  
12 October

Specialist course  
'Debt, derivatives and bonds – the IR perspective'  
24 June

Workshop  
'Beyond the traditional investor' (NEW TO 2010)  
4 March

Workshop  
'Investor relations for finance directors and senior executives' (NEW TO 2010)  
9 March

Workshop  
'Investor relations for personal and executive assistants' (NEW TO 2010)  
23 March  
17 November

Workshop  
'How to add value to your IR programme' (NEW TO 2010)  
10 June

## Events – dates for your diary

### [IR Informer Breakfast: IR roadshows and presentations](#)

Date: Thursday 11 February  
An update on best practice for arranging roadshows and presentations.

### [IR Webinar: What the pollsters are saying](#)

Date: Tuesday 2 March  
In the run up to the election what are the pollsters saying about the possible outcomes and what might the implications be for the city and industry.

### [IR Networking: Wine tasting and quiz evening](#)

Date: Tuesday 9 March  
Another chance to show your intelligence whilst learning about the finer points of enjoying wine.

### [IR Now Lunch: Presentation techniques](#)

Date: Tuesday 23 March  
Learn about how others see you and how to present yourself in the best possible way.

### [IR Annual Conference: IR in the new decade](#)

Date: Tuesday 20 April  
The Brewery, Chiswell Street  
Keynote speaker: Xavier Rolet CEO of the London Stock Exchange

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**IR Webinar: Setting and evaluating KPIs for IR**

Date: Tuesday 11 May

What tasks should you set yourself as an IRO? How can these be measured? These are essential techniques to help you improve the value of your contribution to your company.

**IR Now Lunch: Topic to be confirmed**

Date: Tuesday 18 May

**IR Webinar: Update on voting and shareholder engagement**

Date: Tuesday 8 June

In the light of the move to more engagement by shareholders, what has been their record in the current voting season?

**IR Networking: AGM 30th Anniversary Party**

Date: Tuesday 15 June

A glittering occasion to celebrate the 30th birthday of the Society.

**IR Informer Breakfast: Topic to be confirmed**

Date: Tuesday 29 June

**IR Seminar: Corporate Governance**

Date Tuesday 6 July

An update on developments in the light of the various reviews and consultations on corporate governance and a discussion of the implications for IROs.

# informed

COMING SOON! Spring 2010

A special feature on 'Turning the corner' – expectations and predictions for the economy and IR industry, and much more.....

### Find your service provider here

The *Informed* service provider section features those leading organisations who offer key services to the IR community in London and global markets.

This section is published in parallel with the service providers section on the IR Society website – [www.irs.org.uk](http://www.irs.org.uk) – and with the section in *Informed* magazine. See the box, right, for listing information.



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### CAPITA INVESTOR RELATIONS SERVICES

**Alison Owers**  
Managing director, Capita IR Services  
Tel: +44 (0)207 954 9783  
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### global<sup>3</sup>digital

**Peter Kemp**  
Tel: +44 (0) 20 7292 1450  
[sales@global3digital.com](mailto:sales@global3digital.com)  
[www.global3digital.com](http://www.global3digital.com)

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If you would like to be included in this section (and therefore also in *Informed* magazine and on the IR Society website), please contact Hannah Buck at Silverdart Publishing – [hbuck@silverdart.co.uk](mailto:hbuck@silverdart.co.uk) or call her on +44 (0)20 7928 7770.



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**Arnaud D Robin**  
Tel: +44 (20) 7060 4700  
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a Marlborough Court 14-18 Holborn London EC1N 2LE

# informed

The next issue of *Informed* – Spring 2010, no 66 – will focus on predictions and expectations for the economy and IR industry, plus IR in Scandinavia.