

TRADING INSIGHTS

SWI Continuing Education

Volume 1

Investor Relations Plan



XYZ Corporation Investor Relations Plan (Sample)

The following reflects recommendations for the first full six months.

Month One to Two

- Meet and have a conference calls with management representative (CEO, Executive Vice President) to develop the roll-out strategy for current activities
- Develop IR presentation and messaging platform
- Create "XYZ" specific collateral materials: fact sheet, corporate profile, investor kits, and Small Cap Review.
- Develop email/blast fax database. (Briefing book).
- Create URL on OTC Village (10,000 institutional profiles)
- Email/blast-fax weekly to 5,000 registered representatives and blast fax to 5,500 (combined opt-in on-line traders/registered reps.)
- Develop new market makers and work to establish a following in the stock
- Talk to various retail brokerage firms about a prime market making positions.
- Talk to numerous small broker/dealers about XYZ and solicit interest from all of their resources.
- Begin rollout of material (snail mail) and generate interest in stock (NOBO list) "CEO introductory/welcome letter"
- Conduct two/three portal interviews

"This is a sample six months program for a small company"

- Start to conduct cluster group meeting in New York, Los Angeles, San Francisco and South Florida.
- Create, advise and provide guidance about press releases
- Review conference schedule for the company to attend investment shows.
- Discuss and scope out ideas for "Roadmap of Success Doctrine"
- Review and edit existing power-point presentation
- Discuss media campaign.... trade and business

Month Three to Four

- Email-blast additional resources as mentioned above weekly follow-up with pro-active follow-up phone calls
- Prepare/create an updated power-point presentation for both retail and institutional meetings.
- Research and prepare targeted list of brokers/analysts/money managers who could generate momentum in the stock. OTC Village (9,200 prime money managers)
- Create additional one-on-one or cluster group meetings
- Create a reoccurring shareholder conference call
- Begin outreach to mutual funds in the New York, Boston and West Coast area in order to determine interest in meeting with management
- Continue to develop an investor conference database for management presentations
- Begin industry analyst campaign "Roadmap of Success Doctrine"

Month Five to Six

- BLAST EMAILS/BLAST FAXES TO BRIEFING BOOK
- Continue to facilitate meetings for interested brokers/analysts with management
- Secure reputable analyst report.
- Investor contact and information request fulfillment, list maintenance
- Continue industry analyst outreach, facilitate any meetings that result from Outreach program
- Develop new market makers from regional firms
- New portal interviews/based on news events
- Continue to visit company in VARIOUS LOCATIONS/UPDATE Roadmap for Success Doctrine
- Meet with Board of Directors to present I/R update and discuss accomplishments and any disappointments
- Planning meeting with management for next six months
- Consider financial trade shows

"Good cooperation from company management is crucial for the success of any campaign"

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