

After two years of uncertainty during the pandemic, issuers are turning to investor days to recalibrate with the investment community and define their new strategic roadmaps. As issuers prepare for investor days, here are five practices to ensure that you are pursuing a best-in-class multi-stakeholder engagement strategy:

01

Summarize Key Takeaways in Press Release

In conjunction with your presentation, issuing a press release that summarizes the key themes of investor day will have the broadest reach and impact. Don't overlook its importance as many will not have the time to listen in for several hours.

02

Proactively Engage Top Beat Reporters

Earned media can be an opportunity to bring investor day beyond its four walls. News made on the day can be of interest to reporters that are familiar with the company and lead coverage of the industry broadly. Leveraging existing relationships and access to executive spokesperson are keys to success.

03

Develop Content For Use Across Enterprise Digital Channels

Leveraging creative formats can help distill complex messaging and financial highlights into easy-to-consume multimedia content. A well-designed infographic for instance can efficiently disseminate your key themes in various online channels.

04

Utilize Executive LinkedIn Profiles To Expand Narrative Reach

Executive channels are ideal for reaching employees, customers and investors and can help humanize corporate messaging. Consider a short post from company leaders to help navigate some of the dense messaging conveyed during an investor day.

05

Remember to Educate & Engage Employees

Healthy workplace cultures are fostered in part by transparency and by building trust. As an example, a townhall or a produced executive video summarizing the investor day and shared throughout the organization can empower your employees and help create an ownership mindset.