

Preparing For Investor Meetings

Investor meetings are an integral part of your investor relations program and take time, effort, and resources. Preparation and follow up are imperative to ensure you maximize the ROI from investor meetings. We've outlined several best practices to conduct both virtual and in-person investor meetings using perspectives from institutional investors and family offices.

BEFORE THE MEETING

The key to being prepared for an investor meeting is knowing your audience.

1 Review all details of any previous meetings (who, where, when, discussion points, and level of interest). This information will help you predict the questions and tone of the upcoming meeting.

2 Gather intelligence on the institution (investment style, assets under management, team, peer and industry ownership, recent portfolio changes, and what motivated them to meet).

3 Know who you're meeting with and review prior notes about the individual. Building a relationship is about trust and making connections.

4 Adjust your IR presentation and messaging to incorporate the needs of the institution. For example, if presenting to an ESG focused institution, include additional content on the sustainability of your business. When presenting to family offices for the first time, focus less on the details of your business and more on the big picture.

Learn more on how to leverage your investor materials in Part 3 of this series.

Insight into Family Offices

Family offices are private wealth management advisory firms that serve a small number of high net worth families. They are typically discreet and can be difficult to connect with. When targeting family offices, organizations such as [International Deal Gateway](#) can serve as a trusted bridge between you and this elusive community.

The magic of attracting family offices is often driven by personal and passionate interest and is less likely tied to industry research done prior to the meeting.

DURING THE MEETING

Be honest and transparent. Remember that this is about building relationships and deepening connections.

Insight into Family Offices

Family offices focus on relationships. They want to build rapport with the executives of the companies they invest in. The Q&A is where most of the relationship-building takes place, so always leave time for this.

- 1 Ask participants in the meeting what their best use of time is. They may want a page flip of your investor deck or jump straight into a Q&A discussion.
- 2 Know the weaknesses and challenges in your company's story. Speak candidly about them and address how you plan to overcome any obstacles.
- 3 Build credibility by highlighting achievements and show how they track against your targets and goals.
- 4 Be prepared to talk about KPIs, how they are set, and how they tie into executive compensation.
- 5 Be mindful of how much time you have and the amount of information you are presenting.
- 6 If you are meeting with generalists, understand that they may use the meeting to learn about your industry.
- 7 Let the culture of your organization show. Investors will want to gauge the inner workings of your organization including succession planning, ESG, corporate citizenship, and the details of how your board operates.
- 8 Show your bench strength. Presenting different executives can demonstrate the depth of talent in your organization.
- 9 Take advantage of technology if the meeting is virtual. There may be an opportunity to highlight specific operations or technology in a video format that may not otherwise be accessible.
- 10 Avoid focusing on the weaknesses of your competitors and, when comparing to peers, omit names.

AFTER THE MEETING

What you do after the meeting is equally important as preparing for the meeting.

1 Send a thank-you note and follow up with any unanswered questions or support materials. Maintaining and building this relationship should now be part of your IR strategy.

2 Record meeting details including questions, tone, participants, and meeting location into your company's IR database.

3 Incorporate any feedback into IR marketing collateral, if necessary.

4 Follow up if there are any material updates to what was discussed in the meeting.

Insight into Family Offices

Following a meeting, ask directly if they would welcome a follow-up note, and be sure to make it a personal one rather than simply adding them to your distribution list. Carefully consider what developments and updates you share with them and the frequency. Do not bombard them; take a gentle approach. Whenever possible, be sure to follow up in person rather than by phone or email.

For more information

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