



**SPEAKER: Nazeli Clausen**

### **Effective Public and Investor Relations to Build Confidence**

Whether it's a challenge put on your business due to difficult economic times or through internal causes, knowing what to say, when to say it and most importantly how to say it are all key factors in determining how your company is perceived. During this session, you will learn the importance of having a communication plan and how to implement it during times of crisis.

Effective communications can either have the right impact on your stakeholders (investors, bankers, customers, employees, vendors), adding value, or zero impact, meaning an opportunity is lost or the worst case scenario, a negative impact that affects your revenue, bottom line and ongoing stakeholder relationships.

If you are a publicly traded company, communications are further complicated by legal requirements affecting public disclosure. Ensuring policies and procedures are in place to manage this process will be important for your organization.

This presentation will provide you with the knowledge and tools to ensure you have an effective public relations strategy that will add value to your top and bottom line.