



From Main Street to Cyber Street:



*Changes in the Practice of Communications and
Investor Relations*

Date: 25 Sep 2014 (Thursday)

Time: 9.00am – 12.30pm (Registration starts at 8.30am)

Venue: REDAS Boardroom

190 Clemenceau Avenue

#07-01 Singapore Shopping Centre

Singapore 239924



Communication in the Internet Age

- Understanding new media and new role of mainstream media
- From public disquiet into flashpoints
- Application of new media in communication and investor relations

Strategic Investor Relations

- Setting measurable goals for the IR program
- Decoding the investor base to formulate strategy
- Analysing investor trends
- Tools available in the market

Course Schedule

Time	Programme
8.30am – 9.00am	Registration
9.00am – 9.05am	Opening Address by REDAS CEO
9.05am – 10.30am	Communication in the Internet Age <ul style="list-style-type: none">▪ Understanding new media & new role of mainstream media▪ From public disquiet into flashpoints▪ Application of new media in communication & investor relations
10.30am – 11.00am	Tea Break
11.30am – 12.00pm	Strategic Investor Relations <ul style="list-style-type: none">▪ Setting measurable goals for the IR program▪ Decoding the investor base to formulate strategy▪ Analysing investor trends▪ Tools available in the market
12.00pm – 12.30pm	Q&A Session
12.30pm	End of Course and Presentation of Certification

Instructors



Mr Basskaran Nair
Adjunct Associate Professor
Lee Kuan Yew School of Public Policy, NUS

Mr Basskaran Nair, an Adjunct Associate Professor at the LKY School of Public Policy, National University of Singapore, was previously the Senior Vice President, Group Corporate Marketing and Communications at CapitaLand Limited. Before joining CapitaLand, he was an Equity Partner and CEO of an international financial communications firm. Prior to running his own company, he was for eight year Head of Group Communications at DBS Bank.



Mr Conrad Raj
Editor-At-Large, MediaCorp and former Straits Times Money News Editor & Business Times Senior Correspondent

Mr Conrad Raj is formerly the Money News Editor with The Straits Times, followed by a stint as The Business Times Senior Correspondent before joining MediaCorp as Editor-At-Large. His exclusive reports are known in newspaper lingo and he has written extensively on real estate issues. He is a veteran business journalist with in-depth knowledge of listed companies in Singapore.



Mr Vivek Aranha, Chief Executive Officer, Asia at Orient Capital Pty Ltd

Mr Vivek Aranha is currently CEO, Asia at Orient Capital Pty Ltd, a specialized provider of investor relations services/market intelligence to corporates globally. He joined Orient Capital in 2003 and has worked in the Investor relations industry for over 17 years in the US, Australia and Asia. Prior to joining Orient Capital, he worked with Computershare Analytics in Sydney and Thomson Reuters in New York/San Francisco.



From Main Street to Cyber Street:

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Company Information

Company:

Address:

Contact Person: Designation:

Tel No: Email:

Company Stamp:

Payment Details

REDAS Members \$588 **X** No. of Participant (s) =

Non-Members \$688

**All fees inclusive of 7% GST, tea break and course materials*
**No refunds or cancellation after the issuance of Confirmation Letter and "no shows"*
**To avoid disappointment, please secure your seat now!*

**Closing date: 19 Sep 2014*

Enclosed Crossed Cheque No.

Cheque should be made payable to: **REDAS**
 190 Clemenceau Avenue
 #07-01 Singapore Shopping Centre
 Singapore 239924

Participants Information

	Participant 1	Participant 2	Participant 3
Name			
Designation			
Email			
Contact No.			
Prior Real Estate Training / Qualification	Yes / No	Yes / No	Yes / No