

IRLANDSCAPE

Current DATA

News
Share price
Latest Financials
Events Calendar
Corporate Action Updates

The strength of web is its timeliness. Utilise this strength. Make the things that shareholders want most easy to find.

Reports & PRESENTATIONS

Annual Reports
Shareholder Reviews
Slide Presentations
Speeches, Interviews
Webcasts, Podcasts

Reports can be viewed in a number of ways, from PDFs, through page turner software, to full Flash HTML. Match the method to your company's particular circumstances.

Downloadable FINANCIALS

Easy viewing
Easy downloads

Consider this as separate from the annual report online. Present as low res downloadable PDFs, broken down into short sections with a content listing.

CSR Reports

Sustainability
Community
Environmental
Responsibility

These are mainstream today. And fast becoming a factor in investment decisions. Put them on your IR site as well as elsewhere on your website. Make language style less technical and more user-friendly than in the past.

Email SUBSCRIPTIONS

Email Alerts
RSS Feeds
SMS Alerts

For announcements, news, share price alerts, newsletters. Encourages active shareholder engagement. Takes advantage of new communication technologies. With their 'permission', the company retains some ability to 'push' communication within a 'pull' environment.

ONLINE Shareholding MANAGEMENT

Dividend payment option selection
Change of address
Communication option selection
Feedback mechanisms
Online voting

A 24/7 desktop solution which encourages shareholder engagement and commences a dialogue.

Business UPDATES

Business Updates
Shareholder Reviews
Half Year and Quarterly Updates
Shareholder Newsletters

Absence of this component is what will create the communication vacuum. And mailing these is still legal. You have the absolute right to be understood, but you can't rely on pull strategies for this. Focus on understanding, building an emotional bond for loyalty, and ensuring your investor brand is strong in a competitive investment marketplace.

Annual REPORTS

Reduce to Financials and Directors' Report

This is a statutory requirement in print form, but only low quantities are required. Only goes to those who require it (opt-in). Produce as cost effectively as possible. Minimise expenditure here and transfer the money saved from compliance to build stronger lines of communication with your investors.

CSR Reports

Primarily online, but if you've got a good story to tell, it could sit on your website relatively untold. Print it in an environmentally friendly fashion, and market it.

REPUTATION Management PUBLIC RELATIONS

More active PR activity around corporate reputation and investment choice competitiveness.

Media & Advertising

Without the circulation power of a major annual report, other communication channels will be necessary. Perhaps even profit announcement ads in the financial press.

AGM

An important shareholder communication opportunity. Think differently. Think corporate personality. Think hearts and minds.

Online 'pull' communication

Offline 'push' communication