



2008-09-23 NIRI IR Advisor

Summary:

The National Investor Relations Institute (NIRI) convened a Senior Roundtable to provide tactics for dealing with extreme market volatility.

These include:

- Anticipating questions from investors including questions about remaining liquidity, credit facilities and the impact of troubled financial institutions on your company.
- Reconsidering your company's position and communicating this to investors so, rather than relying on market-based or industry-wide assumptions, investors continue to understand your company's unique value proposition.
- Taking a proactive approach to maintaining analyst coverage by, for example, making information more readily accessible on your corporate Web site to assist analysts whose workload may snowball.
- Understanding the impact on institutional investors and the ramifications on your company should, for example, a fund shift positions, sell or even close.

Link to Original:

http://www.niri.org/mem_service_area/iradvisor/adv080923.cfm

The National Investor Relations Institute (NIRI) is the largest organization serving the IR field and issues IR Advisor to its 4,400 members.

Original Title:

Practicing Sound Investor Relations in Turbulent Times
