

WEBINAR SERIES:
**Beyond the Boardroom:
Elevating the Company Secretary`s
Role in Shareholder Communication**

28 May 2024, Tuesday

9.00am - 1.00pm

Speaker: MS MAY TAN PECK MENG,
ACIS (CS) (CGP)

Virtual

Course code: CG280524W1

Closing date: 26 May 2024

**4 CPD
HOURS**

Course Introduction

We will explore how company secretaries can play a pivotal role in enhancing shareholder communication, particularly in the context of publicly listed companies. By leveraging their unique position within the organization, company secretaries have the potential to bridge the gap between the board and shareholders, facilitating effective investor relations and fostering transparency and trust.

Course contents

This webinar explores the expanded role of company secretaries in enhancing shareholder communication beyond traditional governance responsibilities. Topics include strategies for bridging the gap between the board and shareholders, leveraging the company secretary's unique position to facilitate effective investor relations, fostering transparency and trust, and promoting long-term shareholder engagement. Participants will gain insights into best practices for improving communication channels, mitigating risks associated with shareholder dissatisfaction, and aligning investor relations activities with the company's strategic objectives. The seminar aims to empower company secretaries to become indispensable partners in driving shareholder engagement and contributing to the overall success of the organization.

Learning Outcome

1. Understand the expanding role of company secretaries in shareholder communication.
2. Learn strategies for building transparency and trust between the board and shareholders.
3. Recognize the importance of effective shareholder communication for company reputation and engagement.
4. Discover ways to use the company secretary's position to improve investor relations.
5. Develop skills to mitigate risks related to shareholder dissatisfaction and activism.
6. Learn best practices for aligning investor relations with company strategy.
7. Explore case studies for practical insights.
8. Create an action plan for implementing learned strategies

Who should attend

Directors, Company Secretaries, Auditors, Accountants of listed companies and those who are assisting the Directors in their disclosure.

About the trainer: Ms May Tan Peck Meng, ACIS (CS) (CGP)

Ms. May Tan Peck Meng is a highly accomplished corporate professional with a diverse background that includes Corporate Secretarial and Compliance, Investor Relations, Public Relations, and Corporate Affairs. With extensive experience in the financial industry, she has excelled in progressively senior roles, including Group Company Secretary and Head of Investor Relations, within several publicly listed companies.

Throughout her career, Ms. Tan has showcased her versatility by providing invaluable support to various industries, including transportation, financial services, and conglomerates with interests in plantation, property development and investment, automotive, and trading services. Her adaptability across different sectors has been instrumental in her success.

Ms. Tan has demonstrated adept crisis management skills in handling significant financial irregularities involving board governance. Her recognized expertise led her to serve as a consultant for an established IR services firm. She was also appointed as an advisor and trainer for the Malaysian Investor Relations Association (MIRA), where she actively contributed articles on investor relations and corporate governance to MIRA's yearly event supplements. MIRA's role was assumed by Bursa Malaysia in 2023. Ms. Tan's proficiency in Investor Relations is further highlighted by her role as a dedicated trainer for the IR Society UK's prestigious Certificate in Investor Relations (CIR) programme since 2011.

Additionally, she holds the esteemed title of Certified Trainer recognized by the Human Resources Development Berhad (HRDF), reflecting her commitment to professional development and knowledge sharing.

Currently, Ms. Tan holds the position of Head of Secretary for Singapore Oakwood and Drehem Capital Pte. Ltd., in addition to her training and consultancy responsibilities.

With her wealth of experience, industry insights, and proven track record, Ms. Tan is a valuable asset to any organization seeking a highly skilled corporate professional. Her unwavering dedication to excellence and her adept navigation of corporate governance and investor relations intricacies make her an invaluable resource for driving success and achieving strategic objectives.

Course objectives

1. **Enhanced Communication:** By involving company secretaries in investor relations, companies can improve communication channels between the board, management, and shareholders. This can lead to better transparency, understanding, and alignment of interests among stakeholders.
2. **Efficiency and Cost-effectiveness:** Utilizing existing resources, such as company secretaries, to manage investor relations can be more efficient and cost-effective compared to hiring dedicated investor relations professionals. This approach allows companies to maximize their resources while still achieving effective shareholder communication.
3. **In-depth Understanding of Company Affairs:** Company secretaries are intimately familiar with the company's operations, governance structure, and regulatory requirements. Leveraging their expertise in investor relations allows for more accurate and comprehensive communication with shareholders, as they can provide deeper insights into company affairs.
4. **Building Trust and Credibility:** Company secretaries, as trusted advisors to the board, can help build trust and credibility with shareholders. Their involvement in investor relations can demonstrate the company's commitment to transparency, good governance, and proactive communication, thereby enhancing its reputation in the market.
5. **Mitigating Risks:** Effective investor relations can help mitigate risks associated with shareholder dissatisfaction, activism, or misinformation. Company secretaries, with their attention to detail and regulatory knowledge, can ensure that shareholder communications comply with legal requirements and best practices, reducing the likelihood of regulatory issues or disputes.
6. **Strategic Alignment:** Company secretaries can play a crucial role in ensuring that investor relations activities are aligned with the company's strategic objectives and messaging. Their understanding of corporate strategy and governance can help tailor communications to address investor concerns and promote the company's long-term vision.

WEBINAR FEE

Category	Early Bird Fee per person (RM) (applicable for participant who register and pay before 14/5/2024)	Normal Fee per person (RM)	Group Fee per person (RM)* (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	290	340	310
Non member	440	490	460
Retired MAICSA member	170	170	170
MAICSA Member's staff***	400	400	400

Fee includes course materials in digital form and e-certificate.

Registration with HRDCorp grant, **the NORMAL FEE will apply. Discounted fee is NOT applicable.**

MAICSA Member's Staff

- ** (i) applicable to the staff of MAICSA member (Sponsoring Staff) of the same organisation and billing
- (ii) NOT entitle to any other discounts
- (iii) The Sponsoring staff must be MAICSA active member
- (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

ENQUIRIES:

Email: training@maicsa.org.my

Tel: **03-2282 9276 (ext 805)**

Attention: Ms Nor Falati

- Fee is payable to **MAICSA**

PAYMENT MODE:

Online transfer

RHB Account No: 2-64-094-0000-4232

Swift Code: RHBBMYKL

Note: Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to training@maicsa.org.my or fax to 603-2283 4492, for our verification and record.

Individual Registration: Full payment shall be made AFTER you have done the online registration.

Company Registration: Full payment shall be made 7 days **BEFORE** the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

Upon successfully registration, you are deemed to have read and accepted the terms and conditions.

TERMS & CONDITIONS FOR WEBINARS

WEBINAR ACCESS LINK

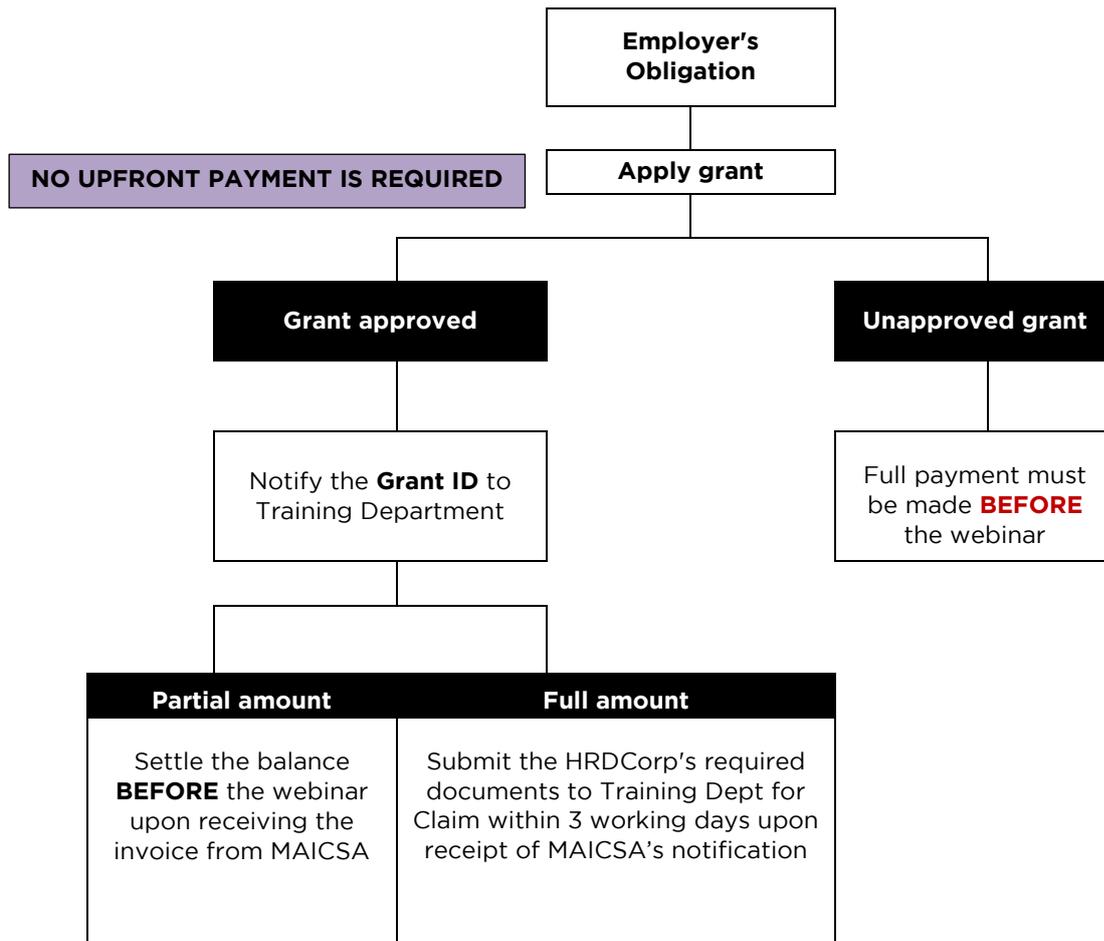
- The Access Link will be emailed at least one day before the commencement of the webinar.
- The Access Link is unique and should not be forwarded/shared with others.
- **Participants may log-in at 8.45am**

HRD CORP (FOR CLAIMABLE EVENTS ONLY)

MAICSA is an approved Training Provider registered under 'The Malaysian Institute of Chartered Secretaries and Administrators' (**MyCoID: 1472 (SEL)**).

- To make full payment to MAICSA as per the issued Invoice within 14 working days upon receipt of MAICSA's notification in the event the approved training fee is cancelled by HRDCorp due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDCorp.

**SBL KHAS
REMOTE ONLINE TRAINING (PUBLIC)**



CANCELLATION/REFUND/REPLACEMENT/TRANSFER

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations include those registrations with HRDCorp grant will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations include registrations with HRDCorp grant will also be liable for full payment of the registration fee.
- Replacement of participant and transfer of webinar are not acceptable.

CERTIFICATE OF ATTENDANCE AND CPD HOURS

- Participants will be issued with an e-certificate of attendance and full payment and awarded CPD hours upon strict compliance of the following terms:
 - Remain logged in at least 75% of the time allocated for the webinar,
 - Submit the feedback form within 3 days after the completion of the webinar
- Delegates may check their E-certificates from this link <https://www.maicsa.org.my/resources/cpd-training/e-certificate-of-attendancee-confirmation-letter-of-attendance> within 5 working days after the webinar.
- For MAICSA members, the CPD hours will be credited into the CPD Tracker System within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- For MAICSA members who are also PC Holder, please contact SSM for the calculation and recognition of CPD Hours for online training held by MAICSA.
- For non MAICSA members, please contact your professional body or regulator for the calculation and recognition of CPD Hours for courses held by MAICSA.

COPYRIGHT

The materials of the webinar shall not be disclosed or used in any manner, either wholly or partially against any other parties and/or used in any manner, either wholly or partially as a defence by you and/or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/ or intellectual property rights in any relevant materials produced in this Programme will remain with the party who produced such materials.

MAICSA disclaims responsibility for the materials of this programme. Neither the MAICSA, its Council or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the webinar.

DATA PROTECTION

Information given by the participants to MAICSA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MAICSA's official website and therefore, allow MAICSA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

EXCLUSION OF LIABILITY

This webinar shall not constitute an endorsement of the speaker(s) by MAICSA and MAICSA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the webinar's participants.

DISCLAIMER

MAICSA reserves the right to change the speaker(s), date(s), time(s) and to cancel the webinar should circumstances beyond its control arise. MAICSA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MAICSA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

