

# **WEBINAR SERIES:**

## Beyond the Boardroom: Elevating the Company Secretary`s Role in Shareholder Communication

**21 August 2024, Wednesday**

9.00am - 1.00pm

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

Virtual

Course code: CG210824W1

**Closing date: 19 August 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 7/8/2024)	Normal Fee per person (RM)	Group Fee per person (RM)*  (For 3 or more registrations from the same organization)
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Non member	440	490	460
Retired MAICSA member	170	170	170
MAICSA Member's staff***	400	400	400

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Email: [training@maicsa.org.my](mailto:training@maicsa.org.my)

Tel: **03-2282 9276 (ext 804)**

**Attention: Ms Noor Shafika**

- Fee is payable to **MAICSA**

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

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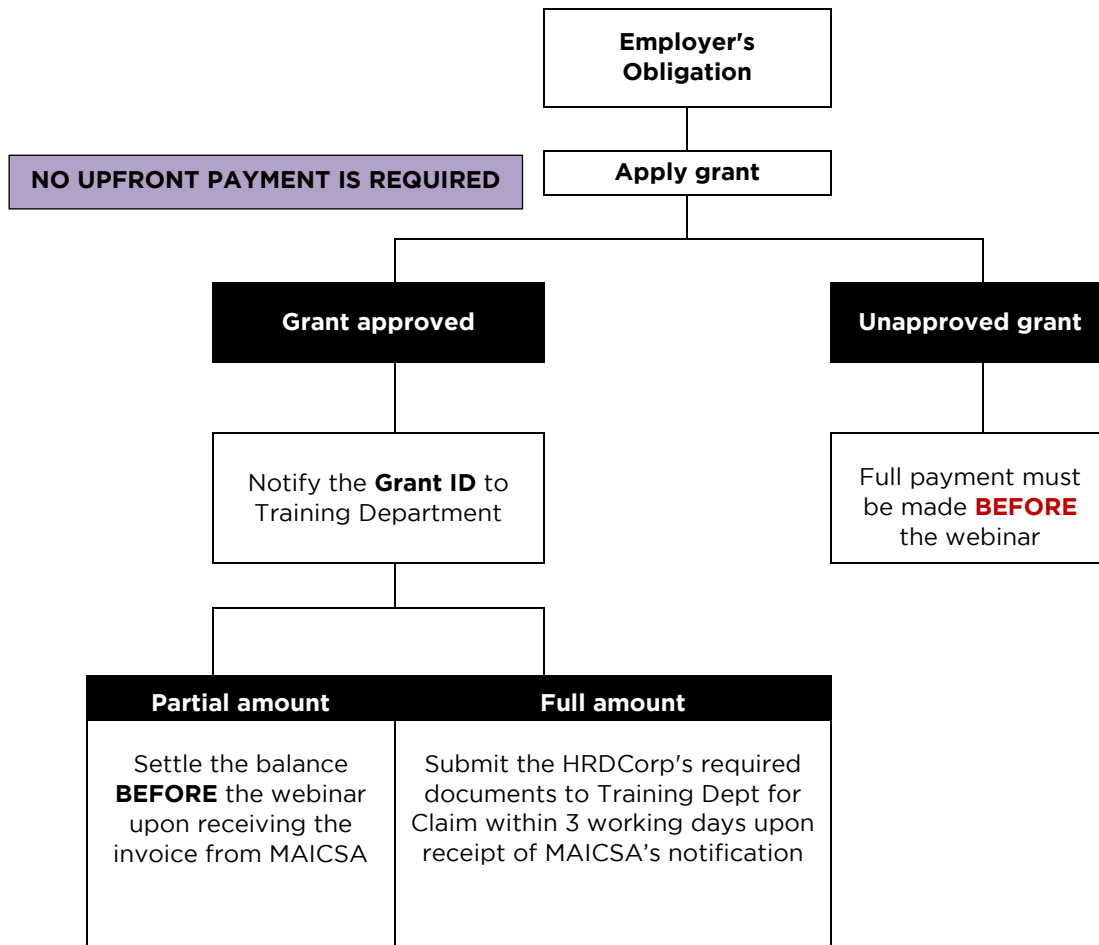
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  - Submit the feedback form within 3 days after the completion of the webinar
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