

Top 5 Ways to Maximize Investor Day ROI

An investor day is a significant investment with the potential to set the tone for years to come. Here are five ways to ensure that your investor day delivers optimal returns.

1. Benchmark your success.

- Well before the event, establish KPIs and keep them top of mind as you plan.
- After the event, measure your success and report back to the board.
- Address issues and incorporate them in your go-forward plan.

2. Focus on current investors as well as top prospects.

- Invite both current and prospective shareholders.
- Prioritize investors with significant purchasing power.
- Identify and invite a comprehensive list of targets well in advance.
- Offer to bring targets up to speed prior to event.

3. Keep the investor front and center.

- Find out what they think about the current strategy and management.
- Find out what they want from the event and plan it around their needs.
- Select a venue and date that avoids conflicts with other industry events.

4. Leave nothing to chance.

- Conduct dry runs for all presentations and Q&A sessions.
- Rehearse every aspect of the event multiple times.
- Simulate real conditions as much as possible (venue, dress, equipment).

5. Reinforce the message.

- Develop a long-term plan for leveraging and reinforcing the key messages.
- Keep executives engaged with the investor community through conferences and roadshows.
- Align all future company updates with the messages presented at the investor day.

IHS Markit's Investor Day Advisory has helped more than 150 clients execute successful investor days.

For more information, IRinfo@ihsmarkit.com or visit the [website](#)