

Investor Relations (microcredential)



Overview

Take your finance or communications career to the next level with two online workshops – **Essentials of Investor Relations (IR)** and **Developing the IR Toolkit**. Enrol in one or both workshops to earn a microcredential and explore the world of financial communications as an IR practitioner.

In these workshops, you'll learn how to strategically communicate corporate financial messaging to investors. Communications that are transparent, consistent and show how the company creates value for the investor are vital in today's dynamic financial world.

This microcredential is for those who have been working in communications or finance for three to five years, are new to the IR role and have not been formally trained in this capacity.

What is a Microcredential?

A microcredential recognizes your learning for specific skills or competencies and is issued in the form of a digital badge.

Data embedded in the badge identifies the institution that issued it, along with the competencies, evidence and criteria that was required to earn it. Earners can display their badges on social media sites, electronic portfolios and resumés.

Workshops

INVESTOR RELATIONS PART 1 - ESSENTIALS OF IR

This microcredential addresses the important role and responsibilities of an Investor Relations (IR) practitioner in a publicly-traded company. It covers the corporate report and discusses how legal and government regulations impact the IR function.

Workshop Outcomes

- identify the important roles and responsibilities of an IR practitioner in a publicly-traded company
- select appropriate communication vehicles by distinguishing between their purposes
- communicate using terminology appropriate for different contexts and stakeholders in an IR environment
- provide an IR communications solution when assessing a specific situation to determine the “best practice,” or proper course of action

INVESTOR RELATIONS PART 2 - DEVELOPING THE IR TOOLKIT

In this microcredential, participants develop an Investor Relations (IR) toolkit and demonstrate the role each piece plays to communicate financial and securities law compliance information between a publicly-traded company and its stakeholders. It explores how the IR practitioner gathers information, works with executive-level managers and engages with passive investors.

Workshop Outcomes

- communicate financial information and regulatory requirements to a non-financially literate stakeholder
- utilize interpersonal skills as they relate to working with various stakeholders
- apply critical thinking to the role and effectively collaborate with senior executives

Program Highlights

- earn a microcredential for each completed workshop
- enhance your resumé with in-demand, stackable microcredentials
- build a portfolio of IR communications pieces

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Benefits

EXPERIENCE

Get career-focused experience with one or two intensive workshops.

EARN STACKABLE MICROCREDENTIALS

Prepare for a career in an exciting field with stackable credentials that build your resumé.

FLEXIBLE

Online workshops are practical for working professionals. Enrol in one or both.

EXPERTISE

Taught by an industry expert with 30+ years of experience leading communications, investor relations, corporate social responsibility and government relations for some of Canada's largest organizations, including Ford Canada, IBM Canada, CIBC and Canada Post.

Career Opportunities

Prepare for an entry-level role as a financial communicator in the corporate communications and public relations divisions of publicly traded companies or as an IR practitioner with:

- companies in financial services
- IR consultancies
- associations and organizations that regulate capital markets

Duration & Cost

INVESTOR RELATIONS PART 1 - ESSENTIALS OF IR

Two three-hour workshops (six hours total) - \$240.00

- Nov. 25, 2020 - 6 p.m. to 9 p.m.
- Dec. 2, 2020 - 6 p.m. to 9 p.m.

INVESTOR RELATIONS PART 2 - DEVELOPING THE IR TOOLKIT

Four three-hour workshops (12 hours total) - \$480.00

- Jan. 27, 2021 - 6 p.m. to 9 p.m.
- Feb. 10, 2021 - 6 p.m. to 9 p.m.
- Feb. 3, 2021 - 6 p.m. to 9 p.m.
- Feb. 17, 2021 - 6 p.m. to 9 p.m.

Badges



Investor Relations Part 1 -
Essentials of IR



Investor Relations Part 2 -
Developing the IR Toolkit



Investor Relations
Essentials -
Microcredentials for each
workshop are stackable
to earn the IR Essentials
microcredential

Contact

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