The investor conference checklist.

If you've ever asked "how much value am I actually generating" when attending an investor conference, this checklist is for you. Here are **the steps we recommend** for any listed company to maximise their investor leads, convert conference attention into on-market investor demand and measure the ROI of IR spend on events.

LEARN	with a digital OD and	Measure investor traffic during the event and use that information for targeted ollow-ups during your post-event engagement. It's a great way to start measuring he ROI of your spend on the event.
T0 D0	Set up a QR code that links to a form collecting investor details.	Integrate your QR code into these investor touchpoints. Company merch, booth branding (banner) and end of presentation slides.
LEARN	through socials and more	Build investor anticipation while keeping event attendees updated on what to expect and how they can have the best experience when engaging with your company.
T0 D0	Schedule social posts to advertise the event and your attendance.	Put together an event attendance ASX announcement for the market. Take lots of photos during to share later.
LEARN	Establish Connectice	t's important to be detailed when your establish the company goals you want to ochieve to better measure the ROI of your spend. Broad goals like "increasing share price" aren't going to be measurable, so don't be afraid to get granular.
T0 D0		uence () investors to scan your code and leave their details. Take () photos and videos of the company booth and event.
LEARN	sitale watil reasonable	nvestors at these events are pitched to all day. You need to stand out and ramping up the quality and strategy of your pitch is going to help communicate the uniqueness of the opportunity to investors in a memorable way.
TO D0	Create a 30-second 'elevator pito your company presentation for in-pinteractions with prospective investigations.	person pitch always circles Why is this important?
TASK	a action of frame that arrest	By tracking your investor interactions in detail, you'll have data to review that'll unlock effective follow-ups after the event to nurture those investors and naximise the likelihood of them converting into shareholders.
TO D0	Take notes of your conversations or physically. Try to collect as man as possible, either through a QR co	y investor details

MEASURE ROI ▲ MEASURE

Need a helping hand?

We've attended a lot of investor conferences and we know what the experience is like, so we're happy to help.

No selling, no technical jargon, just a friendly chat where we'll walk you through implementing this checklist.

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