

Investor Relations Best Practices

Running an IR Department

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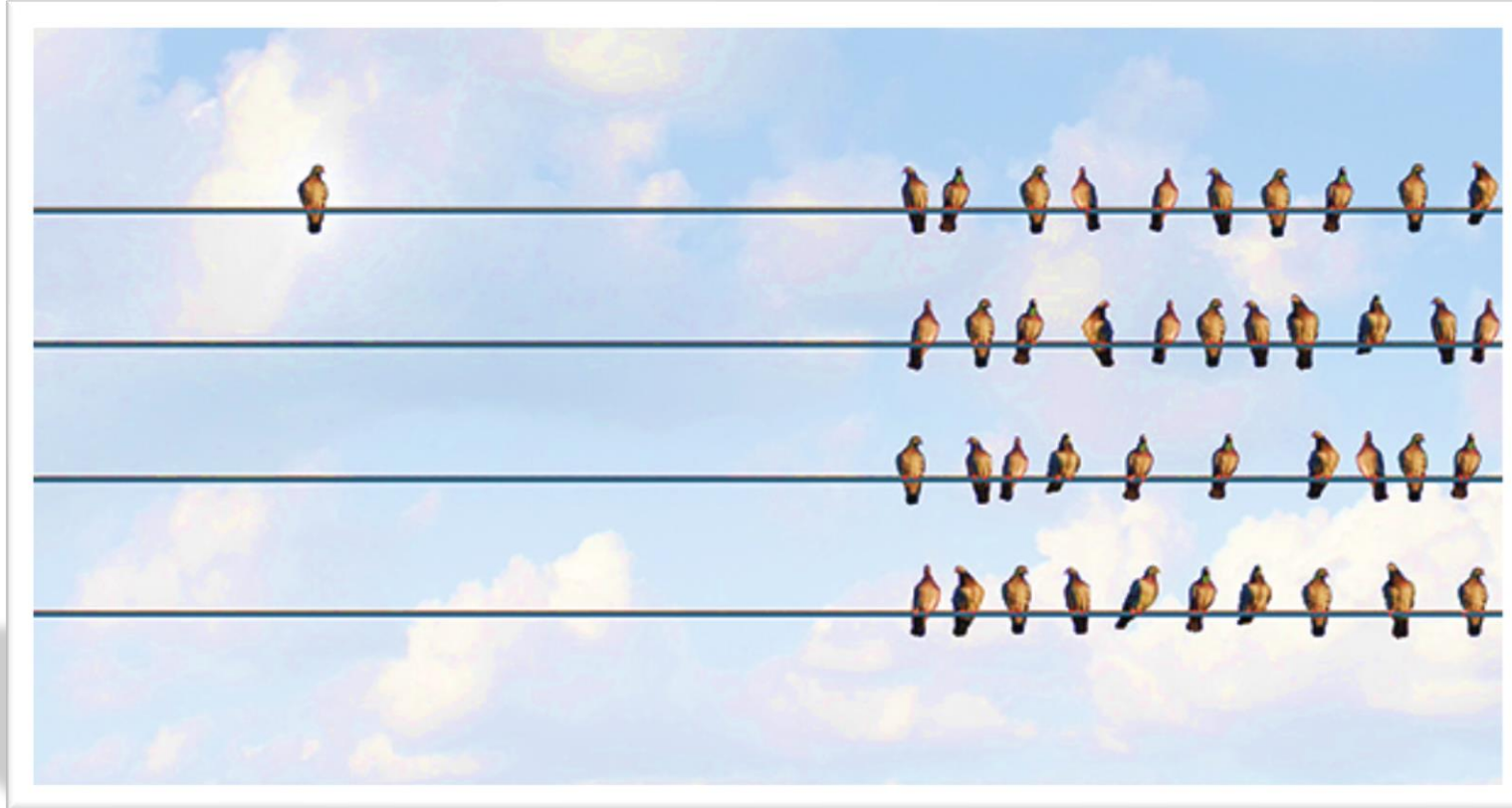
IR: Bridge the Gap



Art and Science:

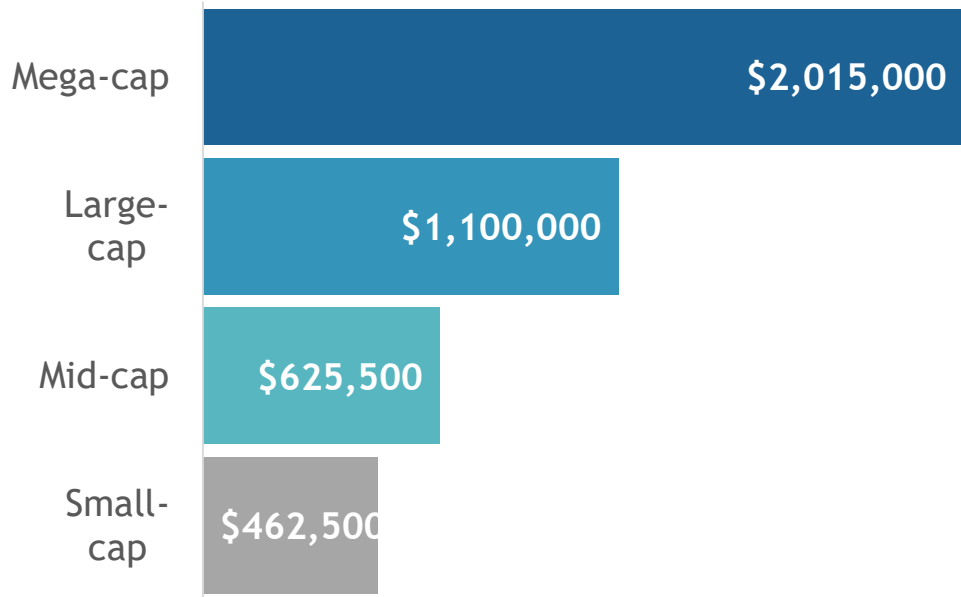
$$\text{Equity Value} = \text{LONG TERM} + \text{SHORT TERM}$$

IR Team

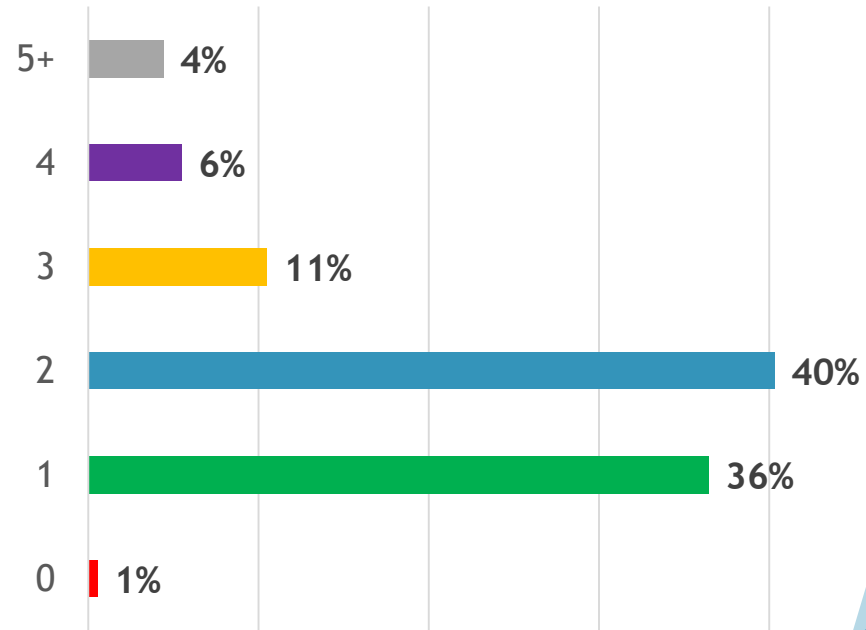


The IR Team, by the numbers

Budget by Market Cap



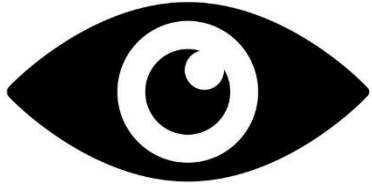
Headcount



Source: Rivel Research.
Figures inclusive of annual reports and stock exchange fees

Source: Corbin Advisors, 2016.
Sample size 181 U.S. public companies

Design the IR Team to keep an...



on the stock market



on the industry



on the pulse of the buy-side,
sell-side & media