

Investor Relations Communication Strategy Template

1. Objectives

Describe the key objectives of your investor relations communication strategy:

2. Target Audience

Identify the audience(s) (e.g. institutional investors, retail investors, analysts):

3. Key Messages

List the main messages to communicate:

4. Communication Channels

Specify the communication channels to use (e.g., press releases, earnings calls, annual reports, meetings, website):

5. Communication Calendar

Outline the planned schedule and frequency for communication activities:

6. Roles and Responsibilities

Define internal roles and teams responsible for engagements and deliverables:

7. Q&A Preparation

Prepare answers for expected questions from investors and analysts:

8. Monitoring and Feedback

Describe how feedback and metrics will be collected, tracked, and assessed: