



# Get more mileage from your investor relations program, without racking up the miles

*Increase your team's productivity by adding video meetings to your IR efforts*

No matter how large your team or your budget, there is only so much time that you and your management are able to devote to investor marketing. Adding video meetings to the mix means you don't have to leave your office to engage in meaningful dialogue with investors.

Video meetings are a great way to meet with investors off the beaten track, as well as test the waters with investors in regions that you have not visited in the past or in a long time. Video also offers you and your management team broader access to the investment teams at your largest shareholders. And, it allows you to increase the impact of in-person meetings when used to prepare ahead of time and follow up afterward.

Increased productivity is a huge benefit that video delivers to an IRO, allowing you to meet more investors in less time. It is a big boon to your management team too, allowing them to use their time more wisely as well as providing an opportunity for distributed executives and other senior managers to make a significant contribution to the company's dialogue with investors.

## The Places We'll Go

### Expand Your Reach

Companies go on eight non-deal roadshows a year on average, spending nearly 20 days a year on the road, research from IR Magazine shows.

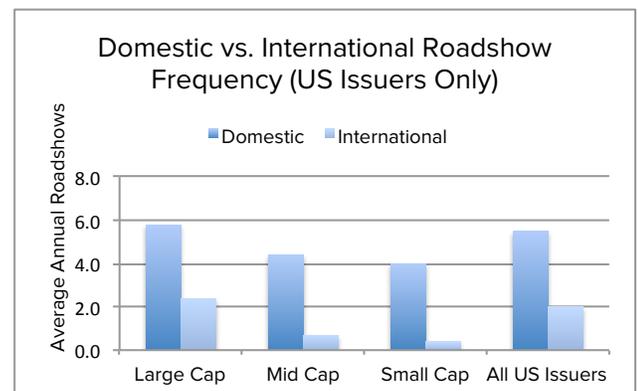
#### Roadshow Planning - Global

Companies that go on roadshows	90%
Roadshows per year	7.7
Days per year on the road	19.4
Roadshows with management:	
- CEO	42%
- CFO	55%
- Divisional management	16%

Source: IR Magazine Global Roadshow Report 2013

This is a considerable albeit critical amount of time to devote to investor marketing, and most companies would be hard-pressed to increase that commitment. Whether you're large or small, experienced at international marketing or a newcomer, video meetings are an effective means of expanding your geographic scope outside your home market, especially for smaller companies.

According to Ipreo's 2013 Corporate Access Survey, while US large-cap issuers increased their international activities from a year ago (on average 2.4 roadshows, up from 2.0), mid- and small-cap issuers in the US continue to execute less than one international roadshow annually.



Source: Ipreo Global Corporate Access Survey 2013

Incorporating video into your communications program offers the potential for meeting enough additional investors to equate to another roadshow, or more.

### Off The Beaten Track

Many companies market internationally but travel to the same locations year after year, for reasons of budget, time or otherwise. According to IR Magazine's 2013 Global Roadshow Report, London is the city most visited in Europe (and behind only New York and Boston globally).

### Most Visited Cities

	2013	2012	2011
1. New York	79.8%	1	1
2. Boston	71.6%	3	3
3. London	67.0%	2	2
4. Chicago	45.2%	7	6
5. San Francisco	45.1%	4	4
6. Frankfurt	40.1%	5	5
7. Paris	37.7%	6	N/A
8. Toronto	36.5%	10	7
9. Los Angeles	34.8%	10	10
10. Edinburgh	34.2%	8	7
11. Zurich	30.6%	9	9
12. Geneva	26.5%	12	11

Source: IR Magazine Global Roadshow Report 2013

But what about locations that fall farther down the list, such as Frankfurt, Paris or Edinburgh? Over half of the respondents were unable to visit those cities, according to the study. The same applies Geneva, Amsterdam and Stockholm, which saw no traffic from roughly three quarters of respondents.

Even in the US, there are many critical money centers that most companies are unable to visit in a given year, whether it's Atlanta, Des Moines, Austin, Houston or Dallas – none of which made the list of top 20 most visited cities. While these cities, and others, may not receive as much attention as the top global financial centers, investors in these locations are eager to meet companies. Virtual meetings are an effective means of reaching investors in those areas of the US that you don't often visit.

In addition, Canada has many large institutions keenly interested in investing outside its domestic market. Yet, according to IR Magazine, issuers are more likely to visit Europe before they go to Toronto (the eighth most visited city, behind London, Frankfurt and Paris), and Montreal is further behind, at number 15 on the IR Magazine list. Many Canadian institutional investors are eager to gain more direct access to issuers outside the domestic market, especially as the former restrictions on international investment limits has long passed and Canadians are eager to diversify outside their borders.

As Malcolm White, a Portfolio Manager for CI Financial (TSX: CIX), a Canada-based institution with over US\$110 billion in total assets, said:

*"I'm a huge supporter of video meetings as a means of reaching more companies directly. Face-to-face conversations with companies are a valuable component of my research process. We have a global agenda and if I can't meet these companies in person, which is often the case for various reasons, video is a very effective substitute."*

## Capitalize on Your IR Efforts

### Stretch Your Dollars

There are few IROs who are not resource constrained: however large your IR budget, you may not have the ability to travel to as many places and meet as many investors as you would like. Video meetings are a cost-effective way to stretch your IR dollars and still have the ability to market your story to investors around the globe.

Video is also a helpful tool to pave the way with potential investors, according to Laura Graves, Vice President of Investor Relations at Polycom, Inc. (NASDAQ: PLCM):

*"Before you bring management to meet a new investor in person, use video to brief them on your story and provide the 'company 101.' This allows the meeting with management in person to be that much more powerful and productive."*

In addition, you can further cultivate the bonds built on the road by conducting follow-up conversations over video. Matt Hardwick, Head of International IR at Cisco (NASDAQ: CSCO), suggests using video to implement semi-annual updates with investors that you are not able to see as often as you'd like:

*"Video can be a great way to nurture those relationships and for a specific region not to feel neglected."*

### Showcase Your Team

CFOs are the most likely C-suite officer to represent management in investor meetings, participating 55% of the time, according to IR Magazine’s report. So consider using virtual meetings to expand such senior executives’ participation in investor meetings – without having to leave the office.

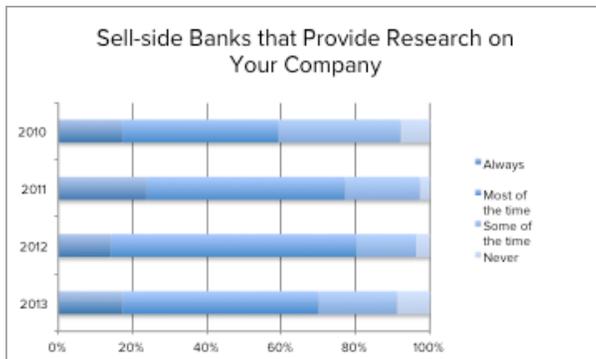
Whatever the size of your IR team, video can help make your team appear larger and more connected globally: for example, hold a meeting over video with an investor in one region asking about your operations in another, and loop in your colleague from that region.

### Have A Backup Plan

Imagine this: you’ve spent hours and days planning for an upcoming roadshow and blocked out the time for you and your management team. At the last minute, something out of your control occurs – bad weather, transportation delays or some other unpredictable event – that causes your travel plans to change or be cancelled at the last minute. Don’t let all that prep time go to waste – have a contingency plan that includes holding video meetings with those investors you were unable to meet in person. This allows you to take advantage of the time already spent in planning for your meetings – thereby remaining productive despite the change in plans.

### Brokers Remain Valued Partners

Covering brokers continue to be the go-to provider of investor meetings for most companies. According to the Ipreo report, 70% of 2013 participants indicate that they “always” or “most of the time” go on the road with a bank that covers their company.



Source: Ipreo Global Corporate Access Survey 2013

Leverage those relationships and increase your activity with these brokers by also having them organize video meetings with their institutional clients. Increasingly, banks are seeing video meetings as a way to initiate or broaden a relationship with a company.

### Make Your Relationships Longer Lasting

Adding a visual component to your investor communications builds bonds more quickly: studies show people learn more in visual sessions than audio only – it’s easier to react and adjust when you have visual cues, and provides a personal touch. As Laura Graves puts it:

*“Video gives your relationships a ‘long tail’ and makes them richer than an audio-only conversation. Seeing each other makes such a difference than just having a voice piped in over the ceiling. Your smile may be that much bigger as a result because a personal connection has already been made and now you see each other again to continue that rapport.”*

### Use of Video in Investor Communications on The Rise

Companies, brokers and money managers are increasingly turning to video as an effective communications tool to hold meetings and conduct research on a global basis. According to Matt Hardwick:

*“We are seeing both management and investors become much more accepting of video. Many investors have in-house video capabilities that they are starting to use for their research efforts.”*

Regardless of the size of your team and budget, video complements and enhances your existing communications efforts, enabling broader and deeper engagement with the investment community and increasing productivity as a result.

*OpenExchange is a web-based solution that enhances interaction with the investment community over video. For more information, visit [www.openexc.com](http://www.openexc.com) or contact our sales team at [sales@openexc.com](mailto:sales@openexc.com) or +1.617.600.6270.*