

Course Outline 課程簡介

Directors' Focus – Cultivating and Attracting Global Investors to Invest in your company

「董事關注 – 培育和吸引全球投資者投資貴公司」

1. Understanding the investor mindset
 - a. Rational investment criteria
 - b. Non-rational investment
2. Understanding how portfolio management affects investment decisions
3. Understanding how investment style affects investment decisions
4. Understanding how portfolio size affects investment decisions
5. Differences in approaching current versus prospective investors
6. Understanding the relationship between portfolio managers and sell-side analysts.
7. The effect of passive investing on investor relations
The effect of shareholder activism on portfolio managers