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## Course Information

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**Course Title:** Investor Relations Guidebook #3618

**Number of continuing education credit hours recommended for this course:**

**CPA:** 14 (All states)

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour.

National Registry of CPE Sponsors ID Number: 107615.

Sponsor numbers for states requiring sponsor registration

Florida Division of Certified Public Accountancy: 4761 (Ethics #11467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy: 002146

Ohio State Board of Accountancy: M0021

Texas State Board of Accountancy: 009349

**Program Delivery Method:** QAS Self-Study (Interactive)

**Subject Codes/Field of Study:** Finance

**Course Description:**

Level: Overview

Prerequisites: None.

Advance Preparation: None

**Course Content:**

*The Investor Relations Guidebook* reveals how to communicate with investors, manage earnings calls, issue guidance, develop an investor relations website, plan for an annual meeting, conduct a road show, and more.

**Course Materials**

Publication/Revision date: 8/27/2014.

Course book: *Investor Relations Guidebook* by Steven M. Bragg, CPA.

Final exam (online): Seventy questions (multiple-choice).

## Instructions for taking this course

In order to receive CPE credit for this course, you must complete the course within one year of the date of purchase. This includes achieving a passing grade of at least 70% on the final exam. Exam may be retaken if not passed on first attempt (no charge).

Complete the course by following the learning assignments and objectives listed on the following page and studying the review questions at the end of each chapter. Once you have completed each learning assignment and you are confident that the learning objectives have been met, answer the final exam questions (online).

### Instructions for Taking the Final Exam Online:

- Login to your account online at [www.bhfe.com](http://www.bhfe.com).
- Go to "My Account" and view your courses.
- Select "Take Exam" for this course and follow instructions.

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## Learning Objectives

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- Recognize the components of the investor relations officer position.
- Note the methods available for improving the value proposition of a business.
- Identify the methods used to communicate with the investment community.
- State the methods used to comply with Regulation FD.
- Cite the participants in and contents of an earnings call.
- Note the circumstances under which guidance is used and not used.
- State the reasons for and applicability of a safe harbor provision.
- Cite the information to include in and features of an investor relations website.
- Identify the participants in and purpose of the sell side and buy side.
- Note the investing strategies used by investors.
- Cite the short selling methods used, and how to deal with short sellers.
- Identify the listing requirements for the major stock exchanges.
- Note the techniques used to manage shares.
- Identify the contents of the financial statements and various SEC filings.
- Identify the activities required to plan for and conduct an annual meeting.
- Cite the steps and special rules involved in an initial public offering, as well as alternative ways to go public.
- Note the concept of restricted stock and how it can be avoided.
- State the participants in a road show, and note how it is conducted.
- Identify the different types of investor relations services that are available to a company.
- Recognize the predictive capabilities of share performance measurements.

## About the Author

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**Steven Bragg, CPA**, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written the following books and courses:

Accountants' Guidebook	Financial Analysis
Accounting Controls Guidebook	Fixed Asset Accounting
Accounting for Inventory	GAAP Guidebook
Accounting for Investments	Human Resources Guidebook
Accounting for Managers	IFRS Guidebook
Accounting Procedures Guidebook	Inventory Management
Budgeting	Investor Relations Guidebook
Business Ratios	Lean Accounting Guidebook
CFO Guidebook	Mergers & Acquisitions
Closing the Books	New Controller Guidebook
Corporate Cash Management	Nonprofit Accounting
Cost Accounting Fundamentals	Payroll Management
Cost Management Guidebook	Revenue Recognition
Credit & Collection Guidebook	

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# Preface

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When a company is publicly held, it has an obligation to communicate with the investment community on a regular basis. Doing so raises general awareness of the business and creates an understanding by investors of how a company generates value. *The Investor Relations Guidebook* reveals how a business should structure its investor relations function to enhance communications with the outside world.

In Chapters 1 and 2, we provide an overview of investor relations and how to construct the value proposition that forms the basis for communicating a company's message. In Chapters 3 through 8, we describe many forms of communication, as well as the impact of Regulation FD on how information is disseminated, and whether to issue guidance. In Chapters 9 through 11, we discuss the investment community, including the roles of the buy side and sell side, the investment strategies most commonly employed by investors, and the world of short sellers. In Chapters 12 through 15, we explore the mechanics of how a publicly held company operates, including stock exchanges, share management, the various types of SEC filings, and how to organize an annual shareholder meeting. We then move on to a discussion of fund raising activities in Chapters 16 through 18, with emphasis on the initial public offering and the road show. We conclude with discussions of third party investor relations services and share performance measurements in Chapters 19 and 20, respectively.

You can find the answers to many questions about investor relations in the following chapters, including:

- How do I derive a value proposition for a business?
- How do I deal with members of the media?
- How does Regulation FD impact the investor relations function?
- How is an earnings call structured?
- Under what conditions should a company provide guidance?
- What information should be included in an investor relations web site?
- What are the listing requirements for the major stock exchanges?
- What is float management?
- What are my options for dealing with short sellers?
- What information is included in SEC filings?

*The Investor Relations Guidebook* is designed for both professionals and students. Professionals can use it as a reference tool for conducting investor relations activities, while it provides students with an overview of how the department should operate. Given its complete coverage of investor relations, *The Investor Relations Guidebook* may earn a permanent place on your book shelf.

Centennial, Colorado  
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