WEBINAR: IR Website Best Practices

Terms:
IR Sites NIRI Webinar Webinar Business Wire

Location:
Virtual webinar
United States
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Subtitle:
Hosted by NIRI Virtual

Date and Time:
1/14/14 1:00 pm - 2:00 pm EST

Event URL:

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Every IRO knows the importance of the IR website. It is the first place investors and others go for information.

- 75% of institutional investors and analysts use corporate websites on a weekly basis
- 95% of financial journalists access corporate and investor websites to research the companies they are writing about

So what does your IR website say about your Company? In this upcoming program, we’ll be discussing all the information that needs to be on your site as well as additional information that can turn your site into the “go-to” source of information for your company.

This program will qualify for 1 hour of CPE credit.

Learning Objectives:

- Identify basic content types required for an IR website.
- Gain insight into additional content types and best practices that enhance an investor center.
- Better understand how the investment community uses IR websites.

Source URL: https://newsroom.businesswire.com/event/ir-sites-niri-webinar/webinar-ir-website-best-practices