



# The Art Of Investor Engagement



## The Problem

### CEM: Connecting Capital with Opportunity Since 2011

Introducing the Newest Offering from CEM Advisory – “The Art of Investor Engagement” (AIE) Coaching Program, “Competition for capital and investor attention is at a premium. Issuers will need to level up their communication skills to win that attention. That is precisely why we’ve launched CEM Advisory - guaranteed to improve your ability to connect with investors.”

- Neil Currie, CEM Co-Founder & CIO

CEM Conferences deliver quality 1:1 meetings with highly qualified investors. It’s the hardest thing for Issuers to acquire on their own. Unfortunately, excellent companies often don’t achieve the results they should due to a poorly delivered corporate presentation.

### What Investors Have Told Us

- We’ve interviewed investors and advisors that attend our CEM conferences. They are unanimous in stating that the quality of the “CEO Presentation” greatly influences their willingness to invest.

### Costly Mistakes Issuers Make when Presenting

- We’ve seen hundreds of presentations and have identified a list of CEOs' top mistakes in a 1:1 setting or group presentation.
- The difference between being a top “new idea” for an investor or being eliminated from consideration can be a thin margin, and it can be very costly.
- We’ve created the “Art of Investor Engagement” Coaching Program to give Issuers the tools to succeed in this competitive environment.



## The Solution

### The Art of Investor Engagement Coaching Program

“We’ve seen hundreds of pitches and have identified a specific set of costly mistakes that most CEOs often make. We’ve brought together some of the latest discoveries in brain science and behavioral economics to create this program. It’s a structured, hands-on Coaching Program designed to not just eliminate the biggest mistakes CEOs make but more importantly to position their companies for maximum investor appeal.”

- Patrick Finucane, CEM Advisory Managing Director

### The AIE Coaching Program

- **The Scorecard** – A comprehensive diagnosis of your current corporate presentation
- **The Core Story** – Winning the first 90 seconds - Highlighting your essential “investment case”
- **Script & Video** – Your Core Story “commercial”, is vital content in the digital age
- **Shuffle your Deck** – We co-edit your presentation to highlight the “investment case”
- **The Content Audit** – Review existing materials (website / PRs, etc.) for consistency and clarity
- **The Art of the Follow Up** – The key to developing investor rapport & engagement

### The AIE Coaching Program is Not For Everyone

- Do you understand that it is crucial to level up your presentation skill?
- Are you ready to put in the work to take your corporate presentation to the next level?

**Contact Us to See If The AIE Coaching Program is Right For You**

Note – Due to the hands-on nature of the program it will only be available to a limited number of CEM clients

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