

# IPO Communications

After completing over 50 IPOs, we have substantiated our position as one of Australia's leading advisers on IPO communications.

This experience has spanned a variety of sectors, company sizes and market environments and enabled us to build a formula for successful IPOs.

We have been recognised as a leader in this field by our peers, receiving awards for excellence in financial communication from the Public Relations Institute of Australia.

Our IPO work has attracted other accolades from clients and the investment community, acknowledging the contribution a well orchestrated communications strategy makes to a successful IPO.

As companies enter the public arena for the first time, many need guidance, not only on what to say but how to say it and how to capture attention in a way that adds value.

Our IPO input equips company executives to communicate effectively with the three primary audiences - the media, investment community and investors.

The value of sound communication in an IPO is lasting.

It contributes to attracting investors and supports the issue price, in contrast to IPOs where no profile is achieved or expectations are not met.

The starting point for any IPO communication has to be the creation of a corporate story with investment appeal.

## The story

There is little doubt that a 100 page prospectus contains all the essential information to meet the requirements of due diligence, investigating accountants, legal advisers and ASIC.

However, too often the bigger picture of the corporate story is lost in a morass of detail.

Without a story, an IPO is lifeless, and it is not made more attractive by exaggerated promises that prove too hard to keep.

Having the market understand a company's story is critical and this understanding is anchored in good communication.

While IPOs tend to be judged on whether they meet forecasts, the market can be more forgiving if it understands a business and the environment in which it operates.

A corporate story needs to be gleaned succinctly from the prospectus, verbalised convincingly in investment presentations and articulated meaningfully in interviews with the media.

Corporate storytelling is an art, combining written, spoken and non-verbal communication, and is invariably a process that benefits from preparation and professional guidance on implementation.

It is not just a case of letting numbers speak for themselves - the numbers need a context and a presentation that gives them life and credibility.

## A Successful IPO

Our successful IPO campaigns, with their emphasis on how to make a corporate story compelling, look to achieve the following outcomes from our communications input:

- a campaign with a theme and strategy to communicate key business success factors
- a well designed and written prospectus outlining a compelling investment story
- a profile and image for the company which enhances credibility
- increased understanding of the IPO business and its competitive advantage
- establishment of a group of journalists and analysts prepared to be followers of the unfolding story
- a management team comfortable in dealing with the media, aided by our training and preparation
- a heightened appreciation of news and how to communicate it to the market and media

While there are obvious markers of a successful IPO, like an oversubscribed prospectus and a premium on listing, the contribution of good communication to these factors is significant and enduring.



## The Complete IPO Package

Key messages	Succinct messages tell your corporate story and 'sell' the company as an investment opportunity
Prospectus	Project management of the key document ensures an effective communications tool
Graphic design	Good design across the prospectus, presentations and collateral material creates a strong brand for the investment story
Roadshow management	Ensure a comprehensive presentation of the IPO story to the wider investment community
Investment presentation	Combine words and graphics to communicate the selling points and achieve understanding of the corporate story
Investment community feedback	Find out what the market thinks of your company – do they really understand your business? How could you communicate your story better?
Corporate Profile	An attractive one pager can convey your corporate story persuasively for the media and investment community
Media strategy	A practical media relations strategy requires a focus on how to tell the IPO story and to whom
Media kit	Provide journalists with all the reference material they need as a basis for media coverage which adds value
Media training	Professional preparation ensures you give an effective media interview which builds understanding and a media profile
Media interview guidelines	Establish protocols for spokespersons and delivery of the key messages to achieve valuable media outcomes
Q & A preparation	Be prepared to answer questions from the media and investment community across a range of topics and sensitivities
Media Launch	Media briefings can be in a group session or one-on-one, each involving differing dynamics and opportunities to build relationships
Ongoing Media	Ongoing media coverage contributes to influencing investors
Corporate Governance	Use the IPO process to let the market know you have sound corporate governance procedures and an understanding of disclosure
National/International, local, trade and electronic media	Ensure your target markets are informed – build relationships with journalists so you can reach investors, consumers and employees
Media profile	We establish a media profile from structured media contact, relationships with journalists and regularity of news flow
Investor relations strategy	The IPO process is a starting point for an ongoing investor relations program which effectively communicates shareholder value
Investment community contact	Initial contact with brokers, analysts and investment managers forms the basis for relationships to be maintained after listing
Audio visual/multimedia production	Audio visual material, with a life longer than the IPO campaign, can be produced economically by hands skilled in corporate communication
Investor relations website	IPOs necessitate company websites communicating information useful to investors, the media and investment community

Westbrook Communications is Australia's leading independent financial public relations firm.

Our team comprises senior people with backgrounds in investment markets and dealing with the media, giving us an edge in advice on communication of business information.

Our years of experience enable us to advise companies on communication with the media, investors and the investment community.

Crucial to this is guidance on the content of what is said and the how and when to maximise its value.

With our input your company can achieve the positioning and recognition it deserves.

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### Media issues

Just some of the media issues relevant to IPO campaigns are:

- Be wary of media exclusives
- Manage launch timing to suit media deadlines
- Choose quotes carefully to make them media friendly
- Work on making your story interesting for the media
- Prepare sound bites for the electronic media
- Telephone interviews can be easy but key messages need forethought
- Media briefings are only successful with careful planning
- Misquotes are often the outcome of poor preparation