7 steps to the perfect investor relations event

How to ensure effective live communication and build successful long-term relationships with your stakeholders.

Related topic:
How to protect your online events from cyber attacks.

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Investor relations events offer a unique opportunity to build a close relationship with your stakeholders and to strengthen trust in your brand and business strategy. To realise their full potential, they need to be carefully planned. From choosing the right location to designing the programme and interacting with participants, there are many aspects to consider. On the following pages, we will show you the most important steps to success.

1

Choose a format

A successful investor relations event starts with the choice of the right format. In doing so, you should keep the **needs of your target group** and the **messages** you want to convey in mind. If you want to reach as many people as possible, you should opt for a virtual or hybrid event. On the other hand, if your message requires an exclusive and intimate setting, organise a physical event.

2

Find a location

Whether you are planning a physical, virtual or hybrid event, choosing the right location will ensure that you make a lasting impression. Make sure that the **room is the right size** and that the **atmosphere is pleasant** so that all your guests feel comfortable. If you realise that the number of guests who have registered differs from the number of guests you had originally planned for, then don't be afraid to change the location. **A central location** for the event is also important. It makes it easier for your guests to get there and increases the number of participants. **Parking spaces** or good **public transport** connections should be available. You should also make sure that your event venue has the necessary **technical equipment** (audio/video setup). If you intend to broadcast the event online, it is essential to check in advance whether the available **bandwidth** is sufficient for smooth live streaming.

3

Evaluate the platform

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Whether a virtual or hybrid investor relations event is well received by your stakeholders often depends on choosing the right platform. **User-friendliness** and **personalisation** should be high on the list of priorities when evaluating. Both administrators and participants should be able to use the platform as easily as possible and without any technical knowledge. You should also make sure that you can adapt the user interface to your corporate design in order to present your brand in the best possible way. A high number of **APIs** also ensures that you can easily integrate **third-party applications** if required. **Interactivity** is another crucial factor. The platform should offer the option of capturing questions and comments from participants in real time.

Live chats and video Q&As can further improve interaction and heighten the engagement of your guests. Moreover, **IT security and data protection** are becoming increasingly important, especially in investor relations. Choose a platform that ensures compliance with the GDPR and ask the provider for additional security measures to protect your participants' data and prevent unauthorised access.
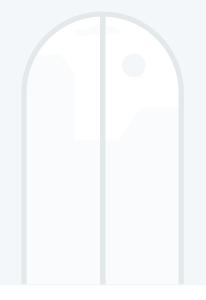
4
Get partners on board

A lack of technical knowledge can lead to a poor sound quality or interruptions in the live broadcast. At its worst, it could even lead to the entire collapse of a virtual or physical event - a scenario every organiser dreads. Therefore, **selecting the appropriate solution provider** becomes increasingly essential. The hybridisation of events makes the search even more challenging. What is needed are partners who are well versed in the analogue and digital event world and who are able to successfully **bridge the gap between live communication, streaming technology and IT**.

5
Define the programme

Since Steve Jobs, we have known that a good **story** and **staging** are crucial to effectively conveying messages and keeping guests' attention. This applies to both online and offline events. Plan in advance: determine who will speak, when they will speak, and which topics will be covered. A **well-thought-out programme** enables participants to recognise the central theme and focus on the relevant information. Make sure that the presentations and speeches are well structured and that the most important points are clearly communicated. Finally, take advantage of the potential offered by modern technology and incorporate **interactive elements** such as live surveys into the programme. This will emphasise the relevance of your stakeholders and create additional trust.

6

Test everything

A **dry run** before the actual event is essential to ensure that all technical and content-related aspects, as well as the transitions, work smoothly. Use this opportunity to check the **timing**, fix any **technical problems** and make sure that all **speakers are well prepared**. For hybrid and virtual events, be sure to also test the chosen platform live. Make sure that all **functions** are working properly and, in particular, check the **stability of the internet connection** to ensure a smooth transmission. Take enough time to thoroughly check all aspects — and think about possible scenarios in case unforeseen problems arise.

7

Use insights

Last but not least: analyse the **event data** generated to better align future investor relations events with the needs of your target group. Start by analysing data on the actual number of visitors, their interactions, and length of stay, among other relevant metrics. This will provide insight into **participant behaviour**. What content generated the most interest? How much food was left over from the catering? Use these insights — possibly supported by a **follow-up survey** — to optimise your future investor relations events in terms of content, format, process or interaction options. Stay flexible, learn from each event and adapt your future events accordingly.

A successful investor relations event requires careful planning, a modern platform, a structured process, extensive testing and a thorough analysis. Follow these steps to ensure effective communication with your stakeholders.

In our fast-paced world, the demands of stakeholders, as well as technology, are constantly evolving. Stay on top of the game and be open to new trends. At the same time, it is advisable to work with a reliable and experienced event partner who has the know-how and resources to help you achieve your goals. Considering both these factors, you'll be well-equipped to host lively and impactful investor relations events that will surely inspire your stakeholders.

Offer

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*For example, the blue Cinema Abaton in the heart of Zurich (as pictured)
**3 hours room rental at Abaton 4 (88 seats) incl. audio/lighting, 2 cameras, 2 microphones and streaming platform licence

How to protect your online events from cyber attacks

The growing popularity of online events is attracting more and more cybercriminals who are interested in sensitive user data or politically motivated disruption. Listed companies are also increasingly falling victim to this trend.

In Switzerland, for example, several attacks on live broadcasts of general meetings are known in insider circles. Many of them only remained under the public radar because they could be successfully fended off. On the other hand, the DDoS attacks on the Swiss federal administration in the context of the Bürgenstock conference in June 2024 received a great deal of attention. There are also several known cases in which attackers gained illegal access to streaming platforms in order to obtain sensitive information about companies and their stakeholders.

The threat landscape is changing rapidly

The methods used by cybercriminals are constantly evolving, and event organisers are finding it difficult to adapt their security architecture to the ever-changing threat landscape. As a result, no online event is immune to unwanted cyber attacks. Where there is a certain level of public and media interest or sensitive information is being exchanged, there is always potential for misuse. The most common attack vectors are as follows:

- **Attacks on applications:** Cybercriminals exploit vulnerabilities in the application architecture and in the software code to disrupt a system or access sensitive data.

- **Distributed Denial of Service (DDoS) attacks:** These types of attacks use artificial traffic to disrupt a website or service, making it inaccessible or slow to respond for legitimate users. Sometimes DDoS attacks are also used as a distraction to gain access to data rather undisturbed.

- **Credential stuffing:** Hackers exploit the fact that people often use the same username and password combinations for multiple accounts. In such an attack, hackers can buy extensive lists of stolen credentials from the darknet and use automation to try each one and gain access to the targeted service.

- **Phishing:** These types of attacks are carried out via fake emails, websites or messages in which cybercriminals pose as trusted companies or individuals in order to steal sensitive information such as usernames, passwords or credit card details. Users are tricked into clicking on fraudulent links or disclosing personal information.

Cloud security – a virtual protective shield

In 2021, Verizon Media conducted a survey of security experts from streaming services to better understand how well their platforms are prepared for cyberattacks. Above all, the results made one thing clear: even organisers with a strong security infrastructure cannot afford to be complacent. But what can be done to protect online events from cyberattacks? Experts agree that one of the most effective levers is the use of cloud-based security solutions such as those offered by Cloudflare or Akamai, the two leading global providers in this field. Tools like web application firewalls and bot management, which can be added to a website or online service as a security add-on, can be used to create a kind of virtual protective shield around the online event.

Cloud security solutions offer advantages such as scalability, cost savings and easy implementation. They enable companies to flexibly adjust their security capacities and quickly respond to fluctuations in data traffic. By using the services on a pay-as-you-go basis, investments in expensive hardware and costs for maintenance and updates are eliminated. The necessary hardware and infrastructure are already in place at the cloud security providers, so companies can focus on configuration and customisation. Cloud security solutions also provide regular updates and security patches to keep pace with changing threat landscapes.

Vigilance, adaptability and strong partners

The growing potential for cyberattacks at online events requires fast and effective action. There is an urgent need for exposed companies and organisations to work with security experts to quickly identify security vulnerabilities and implement robust security solutions. Cloud security solutions are an effective way to counteract disruption and minimise the risk of content and user data falling into the hands of cybercriminals. Only through vigilance, adaptability and strong partners can companies succeed in increasing the security of their online events and sustainably strengthening public trust.

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About Swisscom Broadcast, Digital Media

As a leading Swiss provider, we have been supporting many of Switzerland's largest companies in the areas of streaming production, online video, content delivery and edge security for more than ten years. Our partners benefit from our many years of experience and receive carefully selected, world-leading solutions tailored to their needs.

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