



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

CEM.ca