



## 10 BENEFITS OF NON-DEAL ROAD SHOWS

Right after you report earnings is the ideal time to get out on the road and tell your story to the Street. Non-deal road shows involve planning and work, but they can deliver meaningful results. Below are a few of the top benefits.

**01. Ensure the Street is current on your recent results.** Marketing right after you report earnings means you'll have fresh information to discuss and ensures your shareholders fully understand your recent results.

**02. Spend time with your top 10 shareholders.** Buy-side accounts expect senior management teams to visit their offices annually if they rank in the top 10 holders of the company. Maintaining a good rapport with your major shareholders will ensure that they remain in your corner.

**03. Build better relationships with your research analysts.** Spending the day with sponsoring analysts allows them to familiarize themselves with your story and helps them get a handle on how you answer the buy side's questions.

**04. Strengthen or upgrade your shareholder base.** It's important to see existing shareholders and recruit new shareholders. We suggest a 50/50 mix of existing versus potential new shareholders, and non-deal road shows provide an excellent opportunity to target new, high quality shareholders.

**05. Update your corporate deck to ensure it captures your growth plans.** Marketing forces you to refresh your deck to ensure it reflects your current story. Frequent non-deal road shows encourage you to maintain an updated deck that properly reflects recent results and future growth plans.

**06. Garner real-time feedback on your story.** Buy-side analysts are not shy about offering their opinions, and non-deal road shows will give you an opportunity to hear varied opinions and give you new ideas on how to better present your story to future audiences.

**07. Get to know more than the buy-side analyst.** While you may only meet with buy-side analysts at a conference, they will likely invite more members of the team (portfolio managers) when you meet in their offices.

**08. Find out what the buy side sees as the "short story" on your stock.** Buy-siders are generally more than happy to share and give feedback on what they hear about your company. A face-to-face meeting is a good chance to gauge your overall perception on the Street.

**09. Meet accounts that don't participate in conferences.** Some high quality, long-term-focused accounts do not pay a lot of trading commission to firms, which precludes them from participating in many investor conferences. These accounts can still be excellent shareholders, and a non-deal road show gives you the chance to meet them.

**10. Maximize your efforts.** When you plan well, non-deal road shows allow you to make the most of your time. Request that the sponsoring sell-side firm reserve the breakfast or lunch meeting for a group setting, or host an investor dinner for your team if you arrive in the city the night before.

Westwicke can help you maximize the time you spend on the road and ultimately optimize your investor relations. **CONTACT US TO LEARN MORE.**