

**MESSAGE***and***THE ASSOCIATION OF BULGARIAN IR DIRECTORS***have the pleasure to invite you to the Workshop:*

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**“YOUR NEXT INVESTOR RELATIONS WEBSITE: WHERE TO START FROM”**

A practical road-map to strategically rethink your IR website

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November 10, 2016 **14:00 – 17:00**

Arena Di Serdica Hotel **Serdica Meeting Room**

*With the presentations of Dario Mezzaqui, Managing partner, MESSAGE*

*Pelagia Viatcheva, Investor Relations Director, SOPHARMA AD*

**YOU WILL LEARN ABOUT:****1.****THE STEPS TOWARDS CREATING AN EFFECTIVE IR WEBSITE**

IR websites have gone through radical changes during the last 10 years. Technology is only one aspect of the digital revolution and certainly not the most important one. The social push towards transparency, the importance of brand reputation and the stakeholder need for active participation have resulted in a new generation of IR websites.

**Participants will learn about:**

- the steps leading to an effective IR website
- the drivers, the trends, the types of analysis and the strategic framework behind
- the operational ingredients that will improve interaction and engagement of your audience

**2.****SOPHARMA: CASE STUDY**

Sopharma's Investor Relations Director, Pelagia Viatcheva, will share with attendees the company's experience, from the initial objectives to the final release of [www.sopharmagroup.com](http://www.sopharmagroup.com).

It is a complimentary Workshop for the selected most active Bulgarian IR Directors, members of the Association of Bulgarian IR Directors  
The Workshop will be held in English and Bulgarian. Coffee break will be provided by MESSAGE.

We have limited places available.

*To register please contact: [info@abird.info](mailto:info@abird.info) or +359 2 98824113 at the latest on 04.11.2016*