



Listing day: an emotionally exciting – exhausting – time in any company’s history. While the focus is on the big day, though, there’s a long list of issues that must be addressed leading up to the moment. Listing day then requires its own coordination and precise detail. That’s just the start of life as a public company, however, as there now are new considerations.

### OUR IPO CAPABILITIES

- *Assess strengths and weaknesses*
- *Determine appropriate peer group as a benchmark*
- *Develop messages supporting an investment thesis*
- *Create collateral materials and website development/enhancements*
- *Provide media and presentation training*
- *Manage all incoming media inquiries, and analyze resulting media coverage*
- *Coordinate listing day activities and prepare company to leverage all opportunities, including media interviews*
- *Participate in ceremonies to help control the story*
- *Build infrastructure for ongoing IR and communications program with the Street and other key constituencies*

***For a freshly listed company, there are many new considerations, most notably:***

- *First earnings as a public company*
- *Financial media*
- *Sell-side audit*
- *Buy-side targeting*
- *Annual report*
- *Annual meeting*
- *Internal communications*
- *Global media relations*



*Our team has addressed the various tasks associated with successfully handling an IPO, asking the necessary questions before, during or after.*

#### *Pre-IPO Questions*

- How should executives best prepare for an IPO?
- What are the corporate and investor messages? Are those effectively relayed in filings?
- What are the disclosure and guidance policies? What should they be?
- How will the company prepare its employees and other key stakeholders?
- How can the company begin building its corporate presence among investors within the boundaries of quiet period rules?

#### *Listing Day Questions*

- What opportunities and options exist for the company to use Listing Day to raise its profile and tell the corporate story?
- How will Listing Day activities impact investors and analysts?
- How can Listing Day be made memorable for employees and key stakeholders?
- How can media be communicated with to garner positive coverage of the event? What are the risks?

#### *Post-IPO Questions*

- How can the company lay a strong investor communications foundation for life as a public company?
- Were the corporate messages effectively relayed? How can they be better communicated?
- How should the company prepare for and effectively execute its first earnings announcements?
- How can the company set metrics for its performance and gauge whether or not benchmarks have been met?
- What is the perception of the company among investors and analysts? How can issues be addressed?
- How can the company utilize media to increase its brand recognition and relay management's credibility?

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