

Is an Outside Independent Review Right for You?

All market professionals should be aware of the importance of having periodical independent reviews done for any company, big or small. Such reviews can be a useful tool in providing unbiased feedback and a wealth of information on a company's progress and performance in any of its areas. This can be even more helpful for investor relations teams, which tend to be small and extremely busy with important routines with little or no time to think about how their IR communication efforts are measuring up versus other peers and/or global best practices. Additionally, IR teams are sometimes not even aware of recent trends or new ideas that are being used by companies to communicate with their investors and an independent review may very well introduce new concepts that were likely not even considered before. Many individuals naturally resist reviews of any kind and to overcome this, companies must mold their culture to look at independent reviews as a means of adding value through constructive criticism and not just as an audit or oversight function. In order to maximize the value of any independent review, all parties involved must collaborate in tailoring the scope of the review to determine what efforts are worth taking and which ones can be left on the back burner.

IR Global Rankings provides an independent expert assessment of your company's Investor Relations communication efforts in several fronts: IR website, online annual report, financial disclosure and corporate governance. You have the option of registering for all these rankings, or only for a specific ranking that best suits your company's needs. All evaluations are executed by a team of experienced IR professionals, who strongly believe that an outside independent review is important due to its objectivity and unbiased nature. Simply put: different people identify different issues, ideas and suggestions! Because we are not a member of your company, we don't take into account or mend the rules to comply with your company's internal politics. Quite the contrary, we deliver an unbiased verdict that purely depends on what are the best practices and guidelines globally for the categories analyzed within each ranking.

Our analysis are based on extensive market research and a methodology that is constantly put to test and updated as necessary. Although IRGR is controlled by an investor relations service provider, we have strict rules to separate all activities in order to guarantee that all companies participating in the rankings receive equal treatment, which is also emphasized by the fact that we do not take survey polls for the results, which tend to be biased and likely to benefit only a handful of companies. All findings are kept completely confidential.

If you identify with what IR Global Rankings has to offer, we encourage you to join. The cost-benefit ratio is very attractive and there are only 2 weeks left to register. Don't miss out!

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