



How to Host an Effective R&D Day: 5 Key Elements

A well planned and executed research and development (R&D) day can reinforce your company's message, heighten your visibility, and allow your management team to highlight your investment thesis. Below are a few of the most critical steps in ensuring your next event's success.

1. Plan well in advance.

The earlier you can get the event date on people's calendars, the higher the probability of getting better investor and analyst attendance. While there is never a perfect time to host an R&D day, always try to avoid major conflicts with earnings, investor conferences, and large scientific meetings.

2. Tackle the logistics.

The location, look and feel of the venue, and quality of the webcast all make an impact on attendees' impressions. Hosting a professional event goes a long way in shaping how your company is perceived.

3. Prepare a comprehensive and thoughtful slide deck.

Conveying a crisp, clear message around data, regulatory strategy, or commercial plans should be the top priority. Have a theme and deliver consistent messaging throughout all of the investor day communications.

4. You can't over practice.

Do several rehearsals from start to finish. Focus on getting the positioning right, and tweak any confusing areas. Don't neglect the Q&A session, and during your practice runs, make sure to address the hard questions that investors and analysts may ask.

5. Follow up after the event.

After the event, begin gathering feedback. What did you do well? Are there pieces of your message that still need clarification or that sparked questions from investors? Evaluating results will help you think through the remainder of your investor relations strategy.

If done correctly, an R&D event can be an effective and efficient investor relations tool. For more guidance on how to host a successful event, [contact us](#).

