

While you probably have a formal investor presentation prepared, you won't always have the opportunity to deliver it from start to finish. For many investor meetings, you will need to tailor your messaging to the specific situation and available timeframe. Below, we walk through a few common investor encounters and how to approach each one to derive the most value from it.

Investor Meeting	The Opportunity	Time Frame	The Approach
<p>One-on-One or Small Group Meetings An integral part of healthcare conferences, these meetings allow executive management teams to meet with small groups of analysts and investors.</p>	Meet face-to-face with analysts and investors from a variety of firms	30–40 minutes	<p>Identify your audience's level of familiarity with your story before you begin.</p> <ul style="list-style-type: none"> • If they are knowledgeable about your company, catch them up on recent developments and results. • If they are unfamiliar with your story, walk them through your investor presentation. <p>In either case, make sure to allow time for questions.</p>
<p>Conference Presentations A core part of investor conferences, these meetings take place in front of a roomful of analysts and investors.</p>	Tell your abbreviated story to a wide audience	20 minutes	<p>Skip the basics of your company history, and pique the audience's interest with an abbreviated investor presentation that highlights key themes and messaging. Make sure to include:</p> <ul style="list-style-type: none"> • Why your primary market is compelling • What makes your company different • A succinct description of your growth strategy
<p>Chance Encounters During conferences and road shows, these chance meetings occur in casual environments, like at cocktail parties or in the registration line.</p>	Make a good impression and entice an analyst or investor to learn more about your company	5 minutes	<p>Prepare a thoughtful and compelling elevator pitch that you can deliver in a casual and convincing way. In just a few sentences, you need to:</p> <ul style="list-style-type: none"> • Describe your company • Summarize your strategic focus and growth profile • Tell your audience how they can learn more (e.g., at an upcoming conference presentation)

You will use your investor presentation differently each time you meet with investors, depending on the specific situation and timeframe. Need help telling your story in a persuasive way? ICR Westwicke can help. [Contact us](#) to learn more.