



Quiet Periods FAQ: What You Need to Know

What are quiet periods, and what's the best way for your company to approach them? Below, we answer some of the most common questions about quiet periods and share strategies to help you figure out the best quiet period policy for your organization.

1. What is a quiet period?

There are two kinds of quiet periods for publicly traded companies: 1) The quiet period surrounding a company's IPO, which is heavily regulated by the SEC, and 2) the period of time immediately preceding or following the quarter-end, but before results are actually released, during which a company limits its interaction with investors and analysts.

2. Why do quiet periods exist?

The purpose of a quiet period is for a public company to avoid making any comments about information that could cause investors to change their position on the company's stock.

3. When is the unofficial quarterly quiet period, and how long does it last?

There isn't a standard length of time for unofficial quiet periods. These quarterly periods end with the earnings conference call and/or press release, but it's up to each company to determine when they begin.

4. How do companies maintain shareholder communications during a quiet period?

It depends on the company's comfort level and view of its stakeholders. Some companies may continue to communicate but avoid off-limit topics, such as quarterly results, and stick with fact-based responses. Other companies may comment on topics that have already been publicly disclosed, and still others may elect a period of time in which they go radio-silent.

5. How can companies navigate investor calls, conference participation, and tradeshows around quiet periods?

Depending on the communications policy a company adopts, the level of communication at conferences and tradeshows will range widely. Some companies choose to eliminate participation during that period, while others agree to go to conferences but not attend one-on-one meetings. The most important part is for a company to outline its policy, adhere to it, and be consistent.

6. What is standard practice, and what is recommended?

Typically, a company will opt to do one of the following:

- Provide no formal or informal communications at all
- Provide limited communication and interaction with Wall Street by primarily answering only fact-based inquiries and questions about information already made public, and imparting information only on overall long-term business and market trends

As you develop your quiet period policy, remember that there is no one right way to approach an unofficial quiet period. Need help crafting the right strategy? [Contact Westwicke.](#)