

The Season of Goodwill (and Bad Presentations)

It's annual reporting season and time for the all-important **annual general meeting** of shareholders. International macroeconomic conditions are on **shaky** grounds, and how you present information is just as important as what you say.

If you think your presentation style is not important, guess again!

A boring presenter can easily lose an audience. Instead of listening to the message, audience members simply hear *blah, blah, blah* . . . Worse yet is a **confused** presentation that leaves shareholders wondering whether the financial results were positive or negative after all.

Lose your audience and a once **cordial** meeting can turn ugly. Shareholders ask questions on issues that were already answered in the presentation. More aggressive questioning may follow.

While this may make for fun theater, it's no fun for company management, who has likely **spent** a great deal of **effort** in putting presentation material together.

Mastering a perfect presentation requires a careful balance between brevity and clarity. This is no easy task. Presenting financial information can get complicated quickly. In the current investment environment, clear information is needed to **assuage** fears and **boost** investor **confidence**.

But when a presentation goes well, you can sense that the audience is with you. Dialogue flows freely and valued information is **passed on**.

The character of a company is **conveyed** through the messages of its management. Master an excellent presentation and increase the prospect of earning something invaluable: shareholders' trust.

Glossary

annual general meeting	a yearly meeting of shareholders required by law where directors notify shareholders of company performance and outlook prospects
assuage	relieve
boost	increase
brevity	economical use of words
confidence	belief or assurance in something
confused	puzzled
convey	communicate
cordial	friendly and affectionate
pass on	communicate
shaky	unstable
spend an effort	work hard