

5 ways to enhance your next earnings call.



Assess the preparedness of the Senior Leadership Team.

- Review the recording to better understand challenging topics and questions that came up to make improvements and better prepare the team for the next call.
- Gather internal feedback and keep an eye on analyst reports to pinpoint areas for improvement.
- Create a tailored plan, including additional training, Q&A practice, and improved briefing materials.
- Pre-record announcements to alleviate additional stress on presenters.
- Consider enlisting the support of IR consultants or communication experts for message refinement and presentation skills refreshers.
- Assess the team's performance to cultivate confidence and ensure they effectively communicate the company's story, leaving a lasting impression on shareholders and analysts.

Share relevant post-earnings content and key takeaways.

- Promptly post essential materials on your IR website, including the recorded earnings call, call transcript or webcast video, and presentation slides so attendees can review the information at their own pace.
- Share critical content directly with attendees through a key takeaways email to analysts and shareholders. Tracking engagement metrics from your IR programs will help you to gauge content effectiveness and understand audience preferences.
- Post key takeaways on social media following the event to not only reach a broader audience (including non-attendees), but to also allow investors to leverage your content for their research.



Connect with your key stakeholders.

- Proactively engage with analysts immediately after your earnings call to ensure they clearly understand your company's message.
- Collect both internal and external feedback to identify vulnerabilities and enhance preparation for future earnings calls.
- Establish, share, and evaluate the effectiveness of a clear roadmap for engaging with critical stakeholders. Keep in mind that while sell-side analysts typically offer straightforward input, building relationships with buy-side investors may require more effort.

Measure the overall success of your earnings event.

- Gauge your earnings event's success with a sentiment survey to assess message resonance.
- Monitor your IR social channels for feedback.
- Combine survey data with [IR website](#) and [event metrics](#) to understand audience interest and engagement. This comprehensive approach helps refine communication strategies, improve future events, and strategically engage your investor community.

Leverage your collected insights.

- Review attendee numbers, questions asked, and areas of interest to identify trends and areas of interest to address on your next call.
- Evaluate the extent and tone of media coverage, identifying discrepancies between your message and its perception.
- Fine-tune your communication strategy for subsequent earnings calls. This is also the ideal time to evaluate your existing IR partner and technical requirements, ensuring you avoid issues like dropped conference calls and subpar audio and video quality.

Learn more about how Q4 can help you deliver stress-free earnings calls, every time.