

---

## Challenge

A sharply falling stock price meant the board of a publicly-listed, Pacific Rim telecommunications carrier faced angry shareholders at its annual general meeting.

---

## Solution

Haleton's expertise was used to devise a two-phase strategy. Every financial, corporate, industry and market issue that shareholders were likely to raise was identified and prioritized. Board members were equipped and coached on counters to each. A carefully aimed programme of public announcements was rolled out to sustain shareholder confidence by highlighting the company's achievements.

---

## Result

The board and major shareholders successfully navigated the difficult AGM while fostering a thorough discussion of real shareholder concerns. Media coverage was muted, and the programme of announcements buoyed the company's image over subsequent months.

---

