

One Day Course



Book online

To book a course, go to www.financetalking.com.

Melbourne Dates

24 May 2012

Location

Melbourne Venue TBC

Price

The delegate rate for this one day course is \$1,250 + GS

R1AU: Introduction to Financial Markets for IR & PR

Why you should attend

If you are just getting started in financial PR or IR or if you need to understand financial markets and audiences in order to be effective in a corporate communications role, then this course is a must. We will help you see how the financial markets big picture fits together. You'll understand how and why companies issue shares and bonds, how they are traded and how listed companies are expected to communicate.

Outcomes

The course will help you to:

- See the big picture – the context for your role
- Get to grips with financial markets jargon
- Communicate with the key players – appreciating how they think and how they operate
- Understand the regulatory framework and the financial calendar.

What you will learn

The Big Picture

The financial markets architecture
Raising money – bonds and shares
Directors, shareholders and corporate governance
How shares are valued - overview
Positioning financial PR and IR and getting the message across

Introduction to Financial Markets

Stock exchanges, indices and why they matter
Understanding investment banks
Buy-side and sell-side
Other financial markets

Financial PR & IR Audiences

Who are the shareholders & what do they want?
Sell-side analysts, rating agencies, credit and other analysts
The importance of managing expectations
Financial media relations

Introduction to Financial PR & IR Regulations

Regulations overview
Avoiding market abuse
Key obligations for listed companies – regulated announcements and the financial calendar

Summary and Conclusion

Reading the FT - a tool for understanding the markets
Where to go from here

How you will learn

Case study work and group exercises will provide long-lasting learning by linking the material to your day-to-day activities and using real life examples.

We also make suggestions as to how you can implement what you have learnt after the course – ensuring that you return to your desk in a position to carry out your duties even more effectively.

If you would like to talk to us about a course, please call Nicola Gray on +61 (0)415 455 755 or email australia@financetalking.com.

One Day Course



Book online

To book a course, go to www.financetalking.com.

Melbourne Dates

25 May 2012

Location

Melbourne Venue TBC

Price

The delegate rate for this one day course is \$1,250 + GS

A1AU: Introduction to Financial Results and Annual Reports

Why you should attend

If you are involved in communicating financial results or you work with financial presentations or reports, this course is a perfect introduction to understanding the numbers. We will help you to get to grips with financial jargon and concepts and show you how the numbers tell your company's story.

Outcomes

The course will help you to:

- Understand the income statement, balance sheet and cash flows
- Be able to identify the key headlines and see why certain numbers are important
- Get to grips with accounting jargon and financial language
- Use the numbers to tell your company's financial story.

What you will learn

The Big Picture

Shareholder value - what it really means
How companies measure value creation - the link to return on capital
How analysts and journalists use financial information
The link to budgeting, forecasting and guidance

Introduction to Accounts

The key financial statements and how they fit together
The difference between profits and cash
Depreciation, amortisation and EBITDA
Goodwill and impairment
Accounting jargon and how accountants think

Profitability

Headline numbers and who uses what
Analysing the income statement and asking questions
Measuring and comparing profitability
Adjusted, underlying and like-for-like numbers
Earnings per share and dividends

Balance Sheets & Funding

Reviewing the balance sheet
The impact of gearing/leverage

Summary and conclusion

How key performance indicators help to tell your story
A practical toolkit for reading accounts
Where to go from here

How you will learn

We start from scratch, showing you how the income statement and balance sheet build up and demonstrating the importance of cash, using our proprietary accounting game. We also use mock press and analyst conferences, designed to replicate situations you will encounter at work.

We also make suggestions as to how you can implement what you have learnt after the course – ensuring that you return to your desk in a position to carry out your duties even more effectively.

If you would like to talk to us about a course, please call Nicola Gray on +61 (0)415 455 755 or email australia@financetalking.com.

One Day Course



Book online

To book a course, go to www.financetalking.com.

Melbourne Dates

26 May 2012

Location

Melbourne Venue TBC.

Price

The delegate rate for this one day course is \$1,250 + GS

V1AU: Introduction to Corporate Finance and Valuation

Why you should attend

If you talk to analysts, investors or commentators in the financial media as part of your role, then understanding how the market values companies is essential. We will help you understand how companies are valued by the market, using both DCF and relative valuation metrics such as P/E ratios. We'll help you understand what shareholder value really means. And we'll explain how you can use communications to influence value.

Outcomes

The course will help you to:

- Understand key concepts such as shareholder value and the cost of capital
- Appreciate the impact of company funding and the right mix of debt and equity
- Understand the concept of absolute valuation, including DCF models
- Get to grips with P/E ratios and other metrics and see how to influence them
- Appreciate what moves share prices and the importance of good communications

What you will learn

The Big Picture & Funding

Context for valuation

Key concepts

The equity research and valuation process

Valuation influences

The concept of shareholder value

Introduction to cost of capital

Valuation Using DCF

Compounding and discounting

Net present values and IRR

Equity or enterprise valuation?

Valuing whole companies using DCF

Key valuation variables

Valuation Using Multiples

Introduction to relative valuation

P/E ratios - definition and P/Es in action

Valuing assets and dividends

Introduction to EV ratios

Sum of the parts valuation

Share Prices & Communicating Value

Share price influences

Communicating value creation

Addressing fundamentals and sentiment

The importance of the peer group

Influencing value - how communications can help

Summary & Conclusion

How you will learn

We use a real company to show you how companies are valued and to demonstrate the key valuation drivers. The course is interactive with lots of group exercises and discussions. And we make suggestions as to how you can implement what you have learnt after the course - ensuring that you return to your desk in a position to carry out your duties even more effectively.

Courses Enrolment

Code	Course	Price	Dates
R1AU	Introduction to Financial Markets, Financial PR & IR (Melbourne)	\$1,250 + GST	<input type="checkbox"/> 24/05/2012
A1AU	Introduction to Financial Results & Annual Reports (Melbourne)	\$1,250 + GST	<input type="checkbox"/> 25/05/2012
V1AU	Introduction to Corporate Finance & Valuation (Melbourne)	\$1,250 + GST	<input type="checkbox"/> 26/05/2012

Early bird price if booked more than 2 months in advance is \$1,100 + GST

Delegate Information (if you have more than one delegate, please send us their names & email addresses)

Title	First Name	Last Name
Company		
Position		
Address		
		Postal Code
Phone		Email

I would like to receive emails from FinanceTalking regarding future courses and updates

I certify that the above information is correct.

Signature	Date
Payment	<input type="checkbox"/> Invoice <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex

Invoice to

Name on Card	Expiry Date
Card Number	CVC number
Cardholder's Address	
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A 2.5% credit card surcharge will be charged to all credit card bookings.

Please make cheques payable to FinanceTalking Pty Ltd. Bank details for payments:

BSB: 302-100, Account Number: 1749324, Account Name: FinanceTalking Pty Ltd.

ENROLMENT IS CONFIRMED ON RECEIPT OF PAYMENT ONLY.

FinanceTalking Pty Ltd is registered in Australia ABN 77 145 739 804

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Email completed form to australia@financetalking.com

Enrolment Policies

Registration: Pre-payment is required for all enrolments. A full refund of the course fee will be given for cancellations received up to 30 days before the event. Cancellations must be made in writing (email, letter or fax) to reach our office before the 21 day deadline. 50% Refund will be given up to 15 days before the event. No refunds can be given for cancellations received less than 15 days before the event. Replacement delegates are always welcome.

Disclaimer

FinanceTalking Pty Ltd reserves the right to alter the contents of this programme and/or the course tutor due to circumstances beyond its control.

How did you hear about us?

Brochure
 Web search
 Other