



## ACADEMY

### Training for Financial Public Relations, Investor Relations and Financial Corporate Communications

- **Introduction to Financial Markets, Financial Public Relations and Investor Relations (R1)**

May 19th, 2010

- **Best Practice and Compliance in Financial Communications (R2)**

May 20th, 2010

Time : 9am - 5pm

Venue : Bahrain

**Registrations close on May 2nd, 2010.**

Please complete the registration form and send it to us by e-mail or fax

[✉academy@nasdaqdubai.com](mailto:academy@nasdaqdubai.com)

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*In association with:*



*Supported by:*



middle east  
investor relations  
society

## Introduction to Financial Markets, Financial Public Relations and Investor Relations (R1)

**Date:**

May 19th , 2010

**Time:**

9am – 5pm

**Venue:**

Bahrain

**Fee:**

US\$ 1000 per person per course

**Discount:**

1. Members of Middle East Investor Relations Society (MEIRS) get a 10% discount
  2. If your company books between:
    - 2 – 4 courses you get 10% off;
    - 5 or more courses you get 15% off
- (MEIRS members are eligible for discounts 1 and 2 together)

**WHY SHOULD YOU ATTEND?**

If you are just getting started in financial PR or IR, or your company is just developing IR or if you need to understand financial markets and audiences, then this course is a must.

**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
- Gain an overview of the regulatory framework and the financial calendar
- Understand the role of IR and financial PR.

**WHAT WILL YOU 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 and how they operate
- Buy-side and sell-side
- Special characteristics of Middle East markets
- Understanding investors

**Introduction to Financial PR and IR regulations**

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

**Financial PR and IR in practice**

- Structure of corporate communications
- Organisation in-house
- Key financial PR and IR audiences
- Key financial PR and IR activities
- How to get the message across
- Typical financial communications program

**Summary and conclusion**

- Where to go from here

**HOW WILL YOU 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.

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## Best Practice and Compliance in Financial Communications (R2)

**Date:**

May 20th , 2010

**Time:**

9am – 5pm

**Venue:**

Bahrain

**Fee:**

US\$ 1000 per person per course

Discount:

1. Members of Middle East Investor Relations Society (MEIRS) get a 10% discount
2. If your company books between:
  - 2 – 4 courses you get 10% off;
  - 5 or more courses you get 15% off(MEIRS members are eligible for discounts 1 and 2 together)

**WHY SHOULD YOU ATTEND?**

This course offers you a great opportunity to learn about the rules, regulations and best practices across investor, analyst and media communications.

**OUTCOMES**

The course will help you to:

- Understand key audience perspectives and concerns and be able to address them in your communications
- Gain a clear, practical perspective on regulations impacting on financial PR and IR including dealing with price sensitive information and market abuse

**WHAT WILL YOU LEARN?**

- The Big Picture and Financial Communications Essentials
- Market perspectives – key audiences and roles in the financial markets
- IR objectives and key valuation variables

**Regulations Overview**

- Global standards

**On-going Obligations for listed companies**

- Identifying price-sensitive information and making announcements
- The financial calendar – timing and content of announcements
- Required announcements
- Dealing with the unexpected
- Corporate governance standards

**Relations with Investors**

- Identifying and analysing your shareholder base
- Types of fund and investment styles
- The ideal shareholder base and improving your appeal

**Intermediary Relationships**

- Debt IR and rating agencies
- Attracting and managing sell-side analysts and market expectations
- Supporting IR with media relations

**Summary and conclusion**

- Building and rebuilding investor confidence and surviving difficult market conditions
- Telling your investment story

**HOW WILL YOU LEARN?**

This course uses many current market examples and a collaborative approach to learning.

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[www.financetalking.com](http://www.financetalking.com)

## About FinanceTalking

FinanceTalking was founded in 2000 with a view to providing the best financially orientated training to the corporate communications world.

We design and teach highly relevant, practical courses for both our open access training programme and for companies in-house. Our assignments range from graduate training programmes through to helping large in-house media relations, investor relations and internal communications departments and IR training for new board directors. We are based in the UK, but run a number of training programs internationally.

Our clients range from multinationals listed on a number of stock exchanges, to companies intending to list. We have provided training to people from over 50% of the FTSE100 and eight out of ten of the top UK PR companies, as well as to financial communications practitioners from the US, Asia, Middle East, Russia and much of continental Europe.

All our courses take a practical approach, drawing on current case studies and issues, to improve performance in the workplace. Our course materials are designed to appeal to all learning styles. We use colour-coded visuals, hands on games, quizzes and role play to ensure that the learning can be transferred successfully to the work place.

### *About the tutor*



*David Yates*  
*FinanceTalking*

David joined FinanceTalking in 2009 after nearly thirty years in the City as a corporate lawyer, investment banker and financial PR specialist.

- Qualified as a solicitor in 1982. Joined Linklaters & Paines, specialising in capital markets and corporate law
- Joined corporate finance division of Robert Fleming, London based merchant bank, in 1984.
- Spent three years on secondment with Jardine Fleming in Australia between 1987 and 1990.
- Began his Financial PR career in 1995 with Gavin Anderson & Co.
- Joined Financial Dynamics (FD) as a partner at the end of 1998 and commenced their coverage of the Life Sciences sector.
- Retired from FD in March 2009 following sale of the company to FTI Technologies Inc. of the US.

During his financial PR career in the City, David built a reputation as one of the leading practitioners in London and acquired experience in all aspects of the financial markets, particularly M&A and IPOs. Together with his experience in the law and the investment banking sector, he has an in-depth knowledge of the workings of the City, the roles that each of the institutions play in the markets and how business is covered by the media.

Course	Course code	Course Date	Fee per person *
<ul style="list-style-type: none"> <li>Introduction to Financial Markets, Financial Public Relations and Investor Relations</li> </ul>	R1	May 19th, 2010	US\$ 1,000
<ul style="list-style-type: none"> <li>Best Practice and Compliance in Financial Communications</li> </ul>	R2	May 20th, 2010	US\$ 1000

**\*Discounts:**

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- Group Discount:
  - 2 - 4 courses: 10% discount of the standard course fee
  - 5 or more courses: 15% discount of the standard course fee
 (MEIRS members are eligible for discounts 1 and 2 together.)

**Registration:**

Registrations close on May 2nd, 2010.

To register, please complete this form and send it to us by e-mail or fax.

**Refund Policy:**

- No refunds.
- A substitute delegate is welcome to attend the course at no extra charge.

**Disclaimer**

NASDAQ Dubai Academy reserves the right to alter contents of this programme, the course tutor and/or the course dates due to circumstances beyond its control and is not responsible for any loss or damage as a result of the above.

**ENROLMENT IS CONFIRMED ONLY ON RECEIPT OF PAYMENT.**

**Delegate information**

Name	Job Title	Email	Phone no.	Specify course code

**Invoice details**

Company Name	
Address	
Contact person	
Email	
Phone no.	

**Register for the courses by May 2nd, 2010:**

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