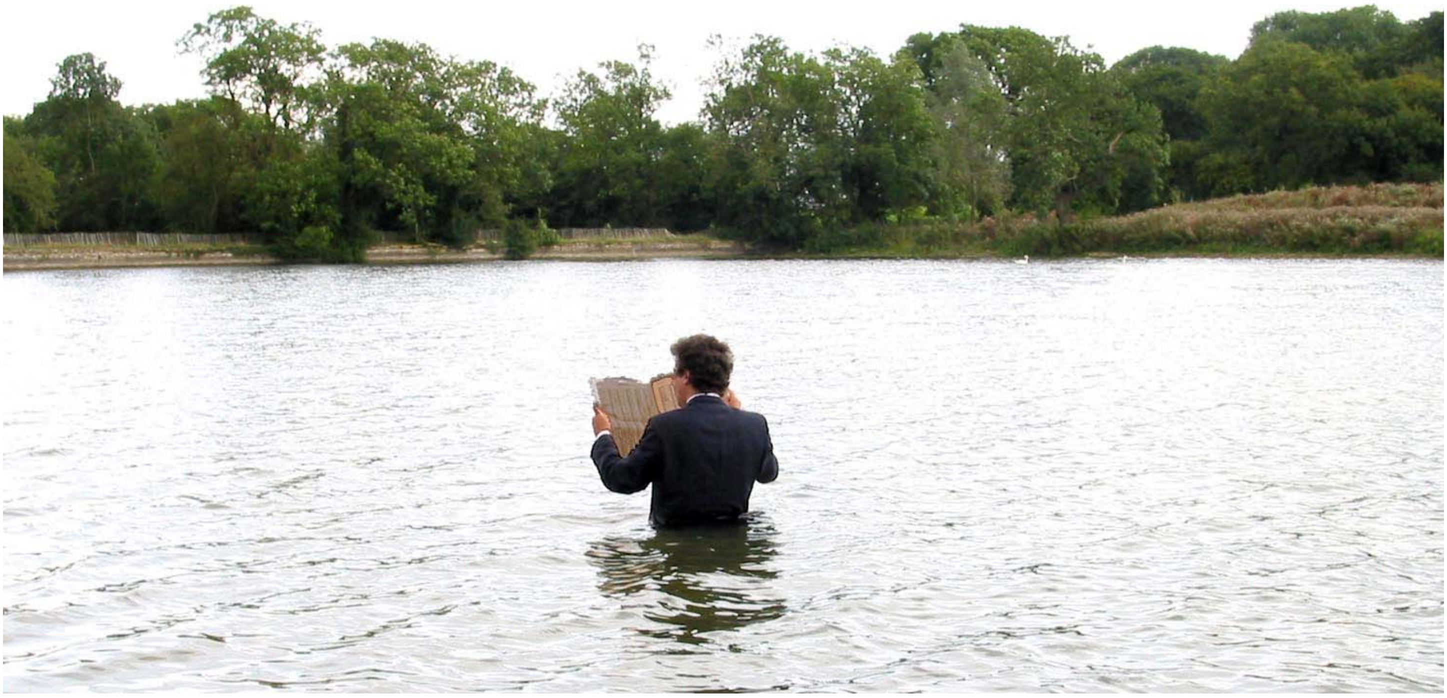
Making financial markets, accounts, corporate finance & valuation accessible to all



Practical, Engaging Financial Training for IR & Corporate Communications People

Courses to help you develop best practice

FinanceTalking Ltd
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For more information please contact:
Anna Gorbenko on +44 (0)20 8144 5504,
+380 44 360 4002 or email anna@financetalking.com

Why Financial Training and Why Now?

"The training has definitely made a difference to me - I can talk much more confidently and am showing more interest in financial issues because I understand better."

In the current environment, it is more important than ever for communicators to add value. Understanding how financial audiences think will give you confidence and ensure that your advice is robust. And financial fluency will help you build credibility with those financial audiences and with the board.

We can help build your team's financial acumen. This is not just about being able to read an income statement and balance sheet (although, of course this helps) but it is about understanding the big picture and the language of the boardroom.

"I've loved it. Probably the most useful & interesting course I've been on since joining my company 7 years ago"

Why Choose Us?

The way we do it really works.

Why? Because we understand corporate communications and design our courses specifically for communicators. And we've spent years developing practical, interesting, engaging ways for people to learn – and have developed multiple ways to make the learning stick.

Most importantly, people leave our courses with the tools in place to use what they have learnt back at work – and make a difference.

Training Options

"Fantastic, made us realise things and showed us how to improve in areas we wouldn't have thought possible"

We can offer you the following options:

- ✓ Open courses – run in small groups
- ✓ In-house tailored training – group workshops and individual coaching
- ✓ ELearning (standard courses, or tailored elearning)
- ✓ Blended learning (courses/workshops + elearning)
- ✓ Pre and post-course testing and formal examinations
- ✓ We deliver regular courses in the UK, USA (in association with the US National Investor Relations Institute), Australia and New Zealand, South Africa and CIS Countries

Find Out More

For more information, call Anna Gorbenko on
+44 208 144 5504
+380 44 360 4002

Or email anna@financetalking.com.

You can find open course programmes and dates and make online bookings on our website:

www.financetalking.com

What Can I Expect from a FinanceTalking Course?

"Balance sheets made simple! Very helpful and practical"

"All the case studies were excellent teaching aids. The balance sheet game was a real winner."

- ✓ Interactive games and quizzes to simulate real life scenarios such as media/analyst conferences
- ✓ A simple business simulation (involving a board and monopoly money) which is a powerful tool for learning how the accounts fit together
- ✓ Current examples from real companies to bring the learning to life
- ✓ Practical skills that you can put into practice back at work which will ensure long-lasting learning

Typical Assignments

Financial Markets and Communications

"It's essential that all our corporate communicators understand the demands of the financial markets on us as a listed company"

"We have a new CFO and we'd like to give him a day's training on rules and regulations and the expectations of institutional investors"

Financial Results and Annual Reports

"We want to ensure that everyone in corporate comms is conversant with our KPIs and can communicate key messages around results with conviction"

Corporate Finance, Valuations and M&A

""We would like to understand how our company is likely to be valued for IPO and how we can best tell our investment story"

"I now understand basic accounting, business & finance in a way I never thought I would!"

Recent Clients

3i	Gem Diamonds	Merlin
Abernathy MacGregor	Grainger	National Grid
Arm Holdings	GSK	New World Resources
Aviva	HSBC	Premier Foods
Barclays	ING	Prudential
Brunswick	Inmarsat	Reed Elsevier
Centrica	Joele Frank	Rio Tinto
Citigate	Kazakhmys	RSA
Dragon Oil	Kingfisher	SABMiller
Evraz	Lloyds Banking Group	Shell
Finsbury	Maitland	Zurich

"Clear concepts very well explained and well paced. Very current, reflected the real world with topical issues"

What Our Customers Say

"I must take this opportunity to thank you for an excellent two day training that was carried out by you. Both sessions were rich, informative and highly useful"

Investor Relations & External Affairs, energy sector, Gulf region

"I thought the workshop was excellent! The style, pace, energy, clarity – exceeded expectations"

Global Communications Director, multinational with listings in Amsterdam, London & New York

"Its not easy to make topics around finance both interesting and understandable, but fortunately you did, and as a result I felt I learnt a lot"

Senior Press Officer, FTSE 100 company

Let us know if you would like to speak to one or more of our clients.

One Day Course

Book online

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

To book CIS courses, please email anna@financetalking.com

London Dates

14 May 2012

Kiev dates

Email us to get the nearest date

Moscow dates

16 May 2012

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

R1: Introduction to Financial Markets, Financial PR & Investor Relations

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.

One Day Course

Book online

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

To book CIS courses, please email anna@financetalking.com

London Dates

15 May 2012

Kiev dates

Email us to get the nearest date

Moscow dates

17 May 2012

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

A1: Introduction to Financial Results & 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.

V1: 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.

One Day Course

Book online

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

To book CIS courses, please email anna@financetalking.com

London Dates

16 May 2012

Kiev dates

Email us to get the nearest date

Moscow dates

18 May 2012

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

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If you would like to talk to us about a course, please call Anna Gorbenko on +44 (0)20 8144 5504, +380 44 360 4002 or email anna@financetalking.com

One Day Course

Book online

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To book CIS courses, please email anna@financetalking.com

Dates

We are not currently offering this as an open course. However, we can run it for you on a tailored in-house basis.

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

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M1: Introduction to Financial Media Relations

Why you should attend

If you are just getting started in media relations or financial PR or you work in IR and need to appreciate the role of the media, then this course is ideal for you. We focus on understanding the needs of the financial media and how best to communicate results and other corporate stories..

Outcomes

The course will help you to:

- Understand how the business media works and how it is changing
- Appreciate how business journalists really think
- Write an excellent press release and pitch a story in a convincing way
- Develop a media relations strategy for your company or client

What you will learn

Understanding the Business Media
How the business media works - wires, nationals, trade press, broadcast and online
The business pages - news, themed columns, features and commentators
Key people and columns - who writes what and where
How stories are chosen and prioritised and the impact of breaking news
The importance of the wires

Media Relations and Press Releases
How journalists find and develop stories
Who journalists talk to and how the media landscape is changing
Building relationships with journalists and understanding their needs
Developing a good story and selling it in
Writing effective press releases - results releases and other news
Exclusives, off the record, notes for editors and other tools

The Big Announcement
A day in the life of a newsroom
A day in the life of a big announcement - results and other major news
Preparing key messages, briefing management and identifying Q&A
Dealing with leaks and speculation and using holding statements

Developing a Media Strategy
Identifying your media relations objectives
Tools and stories - spokesmen, website, photos, video etc
Regular media activities
Corporate reputation - how media relations fits in
The role of social media
How to deal with rumours
Planning for and managing a crisis
Measuring success

Summary and Conclusion
Best practice checklists, tips and tricks

How you will learn

This course is based on practical examples, case studies and role play which are designed to reinforce your learning.

P1: Presentation Skills for Corporate Communications, IR & PR Professionals

Why you should attend

If you need to meet analysts, investors or the financial media; if you need to work on financial presentations, or if you need to present internally to your colleagues, this course will equip you with the full set of skills to get a clear and engaging story across confidently.

This course is run in association with Benjamin Ball Associates (www.benjaminball.com).

Outcomes

The course will help you to:

- Learn techniques for preparing presentations quickly and efficiently
- Structure presentations so they get the story across clearly
- Deliver presentations in a confident convincing manner

What you will learn

Content
What analysts and investors look for from a financial presentation
How to extract the most important information for the audience
Pitfalls that many presentations fall into

Structure
Techniques for putting together a powerful presentation
Different ways to grab audience attention at the start of a presentation
How to ensure your visual aids support your communication

Delivery
How to reduce nerves and increase confidence
Ways to engage audiences and appear impressive
Powerful question answering techniques
Time savings ways to run rehearsals

How you will learn

This is a practical hands on course where you will spend a lot of time presenting and adapting your own materials. Using video playback and analysis, you will learn and practice a range of new techniques to ensure your communication and presentation skills are the highest level.

One Day Course

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

To book CIS courses, please email anna@financetalking.com

London Dates

16 Apr 2012
21 May 2012

Kiev dates

Coming soon
Email us to get the nearest date

Moscow dates

Coming soon
Email us to get the nearest date

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

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IS1: Influencing Skills

One Day Course

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

To book CIS courses, please email anna@financetalking.com

London Dates

18 May 2012
13 July 2012

Kiev dates

Coming soon
Email us to get the nearest date

Moscow dates

Coming soon
Email us to get the nearest date

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

Why you should attend

If you need to persuade analysts, investors or the financial media of the merits of your story, or influence colleagues or clients to follow a course of action then this course is for you.

Outcomes

The course will help you to:

- Set clear and achievable objectives before meetings and calls
- Frame a meeting or call to gain high engagement from the start
- Understand your preferred communication style
- Flex to other communication styles to maximise the interest and engagement of others

What you will learn

- The Key Stages of Influence
- Push / Pull Influencing Styles and when to use them
- Effective questioning techniques

How you will learn

This is a practical, highly interactive course which is deliberately low on theory and high on skills development. You will learn through group exercises and practicing your own influencing scenarios with a professional role-player. You will have several opportunities to run your scenarios, receive feedback from the role-player and other participants, then rewind and practice again. You will leave the course with clear feedback, which is immediately applicable at work, as to what you are already doing well and what changes in approach will bring you greater success.

T1: Investor Targeting

One Day Course

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

To book CIS courses, please email anna@financetalking.com

Kiev dates

Coming soon
Email us to get the nearest date

Moscow dates

Coming soon
Email us to get the nearest date

Locations

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

О тренинге

Этот курс позволит финансовым директорам, IR менеджерам и руководителям подразделений PR и корпоративных коммуникаций понять, какими бывают инвесторы и какие из них подходят Вашей компании, как они строят свои инвестиционные стратегии и какие инструменты необходимо использовать для их привлечения и коммуникации с ними. Основная цель – научить выбирать целевых инвесторов и показать принципы построения коммуникаций с ними.

Результаты

Этот тренинг поможет Вам:

- Получить системное представление о разновидностях инвесторов и их стратегий
- Определить целевых инвесторов для Вашей компании
- Понять, какая информация необходима для анализа инвесторов
- Составить инвестиционный профайл компании
- Понять IR инструменты привлечения разных типов инвесторов и коммуникации

Чему Вы научитесь

Инвесторы и их виды
Чего хотят инвесторы?
Private equity, институциональные инвесторы, хедж фонды и ритейл инвесторы
Государственные инвестиционные фонды
Оценка результатов деятельности фондовых менеджеров

Стили инвестирования
Стили портфолио менеджеров - пассивные и активные инвесторы
Value, Growth, Momentum - Value-Income или Value-Cyclical?
Как стили влияют на Sell-Side аналитику?

Понимание целевой базы инвесторов
Критерии идентификации целевых инвесторов
Анализ акционеров «shareholders ID», perseption study, sensitivity analysis
Понимание структуры целевой базы инвесторов. Изменение базы инвесторов

Основы investor targeting
Сравнение по подобным компаниям (Peer Group)
Инвестиционные стратегии, в т.ч. альтернативные
География инвестирования и размер компании
Изменения доли владения
IR инструменты для привлечения различных типов инвесторов

Инвестиционный профайл Вашей компании
Создание момента для инвестирования - «Momentum»
Изменения в ЖЦТ и информирование рынка об изменениях в компании
Дивиденды, программы обратного выкупа акций и M&A

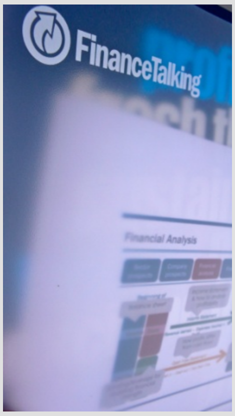
Построение коммуникации с инвесторами
Механизм принятия инвестиционных решений
Ключевые лица инвестиционных компаний – с кем коммуницировать?
Работа с профайлами инвесторов и компаний
CMS – лучшая практика. Прямой контакт с инвесторами

Выводы
Тенденции рынка и источники поиска инвесторов.

Как проходит обучение

Работа с кейсами и групповые упражнения помогут лучше усвоить новый материал и связать его с Вашей повседневной работой и примерами из практики реальных компаний. На этом курсе мы даем упражнения на investor targeting, применение инструментов IR и составление профайла компании.

Two Day Course



Book online

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

To book CIS courses, please email anna@financetalking.com

London Dates

18-19 Jun 2012

Kiev dates

6-7 July 2012

Moscow dates

2-3 July 2012

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

R2: Best Practice & Compliance in Financial Communications

Why you should attend

This course is designed to give you a complete view of financial communications, spanning IR, analyst relations, media relations, special situations and debt communications. The course offers you a great opportunity to share best practice and provides a thorough understanding of the regulations. It delivers the information you need in a practical way, using plenty of real life examples.

Outcomes

The course will help you to:

- Understand key audiences perspectives and concerns
- Formulate a compelling investment case
- Take away lots of ideas for implementing best practice
- Gain a clear, practical perspective on regulations
- Be able to deal confidently with price sensitive information and avoid market abuse

What you will learn

The Big Picture & Financial Communications Essentials
Market perspectives - key audiences & roles within the financial markets
IR objectives and key valuation variables
Shareholder value -TSR, economic profits and cost of capital

Regulations Overview
European Directives and the UK regulatory framework
Principle-based regulation and comparison with the US
Avoiding market abuse
The FSA's Listing Principles, overview of the UKLA rule books and the AIM Rules

On-going Obligations for UK Companies
Identifying price-sensitive information and making announcements
The financial calendar - timing and content of announcements
Director share dealing and other required announcements
Dealing with the unexpected
Corporate governance and the UK Corporate Governance Code - comply or explain?
Corporate governance monitoring and issues

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

Special Situations
Raising capital and pre-emptive rights
The Takeover Panel and class transactions - acquisitions and disposals
M&A communications, dealing with crises and shareholder activism

Summary and conclusion
Defining strategy and what makes a good strategy statement
Building and rebuilding investor confidence and surviving difficult market conditions
Telling your investment story

How you will learn

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

Two Day Course

Book online

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

To book CIS courses, please email anna@financetalking.com

London Dates

11-12 Jun 2012

Kiev dates

Email us to get the nearest date

Moscow dates

21-22 May 2012

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

A2: Understand & Analyse Your Company's Financial Reports

Why you should attend

This course offers you the opportunity to look at your company's most recent results announcement and annual report through the eyes of your target audiences. Our experienced tutor will take you through your numbers and help you complete our analysis workbook in a group of no more than 6 people.

Outcomes

The course will help you to:

- Appreciate the key players and the regulatory framework
- Become fluent in the language of finance, including finance and accounting jargon
- Analyse the financial statements to determine company performance
- Understand how financial audiences use your company financials
- Use Key Performance Indicators to tell your financial story
- Anticipate likely market issues and questions around financial results
- Comprehend the drivers of investment decisions and how to communicate to achieve fair value

What you will learn

Day 1

The Big Picture
- The financial markets architecture
- Investor perspectives
- Sell side and buy side today, the role of ratings agencies and other analysts
- The importance of managing expectations
- Short overview of key regulations and governance requirements

Shareholder value
- Measuring financial performance and the link to shareholder value
- Shareholder value - the shareholders' and the company's perspective
- Driving company valuation

Accounting Essentials
- The key financial statements and how they fit together – reminder
- Depreciation, amortization, EBITDA, Goodwill and impairment – reminder
- Annual Reports & earnings releases - how analysts and journalists use your financial information

Balance Sheets & Funding
- Assets, capital intensity and working capital management
- Reviewing the balance sheet (statement of financial position)
- The impact of leverage on results
- The capital mix – implications
- Communicating balance sheet strength
- Forecasting issues

The Income Statement and Profitability
- Headline numbers
- Analyzing the income statement and asking questions
- Establishing a trend - how analysts adjust your profit
- Impact of operational gearing on results
- Earnings per share and dividends
- Forecasting issues
- Communicating earnings guidance

Day 2

Cash Flows
- Analyzing cash flow statements
- Free cash flow and operating free cash flow
- Identifying and communicating cash generation
- Forecasting issues

Financial Analysis & the Link with Valuation
- Analyzing accounts - putting it all together
- The research & valuation process
- Forecasting and the role of guidance
- Fundamental value - DCF and sensitivities
- Valuation using multiples
- Key valuation variables

Telling **your Investment Story through Results**
- KPIs for communicating shareholder value - the link with corporate strategy
- Financial performance - how the ratios fit together
- Share price influences and anticipating market reaction
- The importance of corporate responsibility
- Communications issues - effective Q&A
- Summary & Conclusion

How you will learn

You will bring your own company's results announcement and annual report with you or that of a client. Over the course of the two days you will complete our company analysis workbook, which will help you to analyse your company and highlight the questions that your audiences are likely to ask.

Two Day Course

Book online

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

To book CIS courses, please email anna@financetalking.com

London Dates

13-14 Jun 2012

Warsaw dates

Coming soon
Email us to get the nearest date

Moscow dates

23-24 May 2012

Locations

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In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

V2: Corporate Finance, Valuation and M&A Principles and Practice

Why you should attend

If you are involved in capital raising, M&A or talking to investors/analysts about your company's share price/valuation, then this course is ideal. We cover the key corporate finance concepts that form the basis of many board room discussions - shareholder value, cost of capital, dividend and buy-back policy etc. And we help you to understand how companies are valued by the market, for IPO and in M&A situations, using both DCF and relative valuation metrics. We also cover how the market reacts to announcements and the key drivers of company valuation.

Outcomes

The course will help you to:

- Appreciate the context for valuation - market conditions, economic outlook, sector
- Understand how analysts build models and how to provide effective guidance
- Understand valuation - DCF, P/E ratios, EV ratios, dividend yield, NAV and SOTP
- See how analysts' models work and how to influence them
- Appreciate how M&A deals are evaluated
- Understand company funding and its impact

What you will learn

The Big Picture
- Why and how companies raise money - the company life cycle
- Key sources of funds - private and public
- Understanding shareholder value
- Efficient balance sheets
- The link with corporate strategy

Corporate Finance Basics
- Risk and Reward
- Opportunity cost and the cost of capital
- Compounding and discounting

Capital Structure and the Cost of Capital
- Characteristics of debt and equity funding
- Mezzanine funding
- Cost of debt
- Cost of equity
- Weighted average cost of capital (WACC)
- The optimum debt-equity mix in theory and in practice

Discounted Cash Flow (DCF) Analysis
- Identifying the cash flows
- Doing the maths
- The role of DCF in project appraisal
- The role of DCF in M&A valuation

Relative Valuation - a Stock Market Perspective
- Traditional ratios - P/E, yield etc
- Enterprise value ratios
- Application to private companies

Raising Equity Capital
- Venture capital and private equity
- Initial Public Offers
- Secondary share issues

Raising Debt Capital
- Bank loans and covenants
- Syndicated loans and private placements
- Bond issues and applying for a rating

Restructuring
- Signs of corporate distress
- Renegotiating debt
- Possible solutions
- Returning cash to shareholders - share buy-backs and dividend policy

M&A Deals
- Types of deal and reasons - good and bad
- The process - evaluation, due diligence, negotiation, completion, implementation
- The workstreams in an M&A deal
- Public offers - an overview
- Pricing and structure
- Evaluating deals

How you will learn

This course uses lots of current market examples and a collaborative approach to learning. Exercises are designed to simulate real life scenarios that you are likely to encounter.

B2: Understanding Banks

One Day Course

Why you should attend

This course will enable you to gain a working knowledge of how banks make money, the balance sheet, income statement, headline numbers and key performance indicators. We also cover the impact of the financial crisis, the changing Basel regulations and future challenges. We will compare major banks in terms of how they tell their financial story and major bank KPIs and targets for the future. Finally, we will cover key bank valuation drivers.

Outcomes

The course will help you to:

- Appreciate the big picture - how banks create value for shareholders
- Understand bank balance sheets and income statements
- See how banks are regulated, including capital ratios, leverage, liquidity etc
- Use KPIs to tell your financial story and compare across the sector
- Anticipate likely market issues and questions around financial results
- Understand what drives bank valuations

What you will learn

The Big Picture
How the market uses results
Measuring financial performance and the link to shareholder value
Financial statements reminder and application to banks
IFRS issues for banks

The Balance Sheet
Capital ratios and effect on banks
Assets, liquidity and asset quality
Funding
Key performance indicators

The Income Statement
Analyzing the income statement and segmental information
Earnings quality and adjusting profits
Understanding the impact of operational gearing/positive jaws
Impairments
Forecasting issues
Key performance indicators

Analysis and Valuation
Financial performance - how the ratios fit together
Valuation of banks – key methodologies and ratios
Communications issues – effective Q&A
Where to go from here

How you will learn

We use HSBC as our prime example, but we also compare Barclays, Lloyds Banking Group, RBS and Standard Chartered in terms of messages and KPIs. And we encourage you to bring your bank's financial results with you to gain full benefit from the course.

Book online

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

To book CIS courses, please email anna@financetalking.com

London Dates

27 Mar 2012

Kiev dates

Coming soon
Email us to get the nearest date

Moscow dates

Coming soon
Email us to get the nearest date

Locations

In London our open courses are held at wallacespace, 22 Duke's Road, St Pancras, in Central London.

In Kiev our open courses are held at 12G Gospitalna Street, Kiev, Ukraine.

In Moscow our open courses are held at J.P. Morgan, Building A 10 Butyrsky Val, Moscow, 125047, Russia.

Programme Menus for Tailored Courses

FinanceTalking is headquartered in the UK.

We have tutors based in Australia, South Africa & Ukraine.

We also teach regularly in the USA and the Middle East

We usually start the course design process with an analysis of your team's needs. Below you can see a list of the subjects that we cover regularly.

We work across a wide range of sectors, including those that have more complex accounting and regulatory issues such as banks and life insurance.

The Big Picture
Financial markets architecture
Shares and share issues (including IPOs)
Bonds and bond ratings
The buy-side and the sell-side
The role of investment banks
The role of PR/IR advisers and in-house

Being a Listed Company – Key Obligations
Key obligations – Europe and USA
Identifying and disclosing inside information
Regulated announcements – what is required
Dealing with rumours or unusual market activity
Formulating disclosure policy
Financial calendar – rules and best practice
Purchase of company shares by directors etc

Financial Communications Essentials
Shareholder value – what it really means
Capital structure – debt and equity
Efficient balance sheets
Cost of capital
Communicating value creation

Understanding Shareholders
Identifying shareholders
Types of investor and their perspectives
Understanding investor needs
The importance of managing expectations
Portfolio management trends
The ideal shareholder base
Where to focus your IR efforts
Conventional versus hedge funds
Choosing and managing investment banks
Retail investor relations

Understanding Lenders
Types of debt and normal terms & conditions
Credit ratings and pricing risk
The ratings process and key ratios
Complex financial instruments
Key concerns for lenders
Best practice debt IR

Intermediary Relations – Analysts & Media
Who influences who?
Improving analyst coverage
Managing consensus
Understanding analysts' models
Writing press releases
Financial media relations

Corporate Governance
Codes & legislation - what is required
Disclosing directors' compensation
Independent non-executive directors
Corporate Social Responsibility
Corporate responsibility monitoring

Earnings Guidance
Guiding on the future – best practice
Monitoring market expectations
Analysts' forecasts – what goes wrong and why
Reviewing analysts' models
Profit warnings – downgrades and upgrades

Raising Capital & Dealing with Surplus Cash
Rights issues
Placings and open offers
Dividend policy
Share buy-backs

Documentation
Results announcements best practice
Annual reports best practice
IR websites best practice

Understanding the Accounts
Financial statements & how they fit together
How financial audiences use accounts
Assets and measuring efficiency
Funding and measuring capital structure
Income statement – analysing sales and profits
Cash flow analysis
Ratio analysis
Red flags for analysts and investors

Valuation & Investment Decision-Making
How analysts look at sectors and companies
Models for analysis – SWOT, BCG, Porter etc
Earnings valuation
Cash flow valuation including DCF
Income and the importance of yield
Asset-based valuations
Enterprise value concepts and ratios
How an investment decision is made
Key factors - risk/reward, timescale
Investment styles

Telling your investment story
Building the investment case
Strategy and strategy statements
Addressing a low stock price
Communicating a growth strategy
Creating momentum
Driving a re-rating

Putting together your plan
IR policy issues
The IR plan
Measuring IR success

Influencing Skills & Presentation Training
Investor & media presentations
Improving your presentation skills
Influencing internally and externally

Call Anna Gorbenko on +44 (0)20 8144 5504, +380 44 360 4002
or email anna@financetalking.com to discuss a tailored programme for your company

FinanceTalking Partners

"Excellent - incredibly knowledgeable, entertaining and easy to learn from. "

Your tutor will be enthusiastic and knowledgeable with a talent for making complex concepts simple. We collaborate on course development so that our clients benefit from our mix of experiences. We all love what we do and our clients tell us it shows.

"Miranda was brilliant – great pace and broke things down into bite size chunks."

Miranda Lane

Miranda, a qualified Chartered Accountant, worked in investment banking and Investor Relations/Financial PR consultancy before pursuing a career in financial training. Her particular interest is course design - developing courses that get the best out of people and work for a full range of learning styles. Miranda founded FinanceTalking in 2000.

"David is an excellent teacher – easily the best financial tutor I have ever had"

David Yates

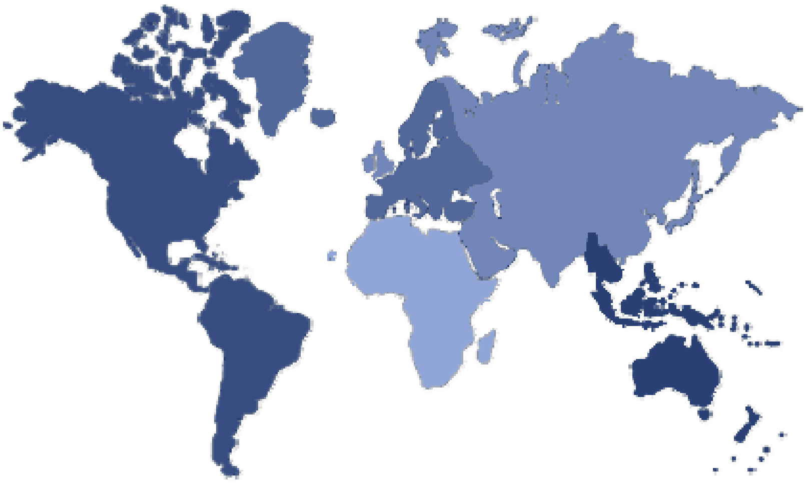
David qualified as a solicitor and worked for Linklaters & Paines, specialising in capital markets and corporate law. He worked in corporate finance at Robert Fleming in London and Australia and then in Financial PR, specialising in the Life Sciences sector. David's deep knowledge of and interest in the financial markets and experience of advising companies in M&A and IPO situations helps him bring finance to life. David joined FinanceTalking in 2009.

"Energy, enthusiasm and a very engaging style. Helen made the topic come alive"

Helen Varley

Helen, a Chartered Accountant by training, was formerly director of group accounting developments at Unilever. She has first class operational experience in a range of sectors and her corporate background gives her a good insight into the practical issues surrounding accounting and reporting. Helen's 4 years with FinanceTalking has given her a strong understanding of corporate communications.

FinanceTalking Outside the UK



We have tutors based in Australia, South Africa and Eastern Europe, as well as the UK. We also run courses regularly in the USA and the Middle East.

"Both Rachel and Nicola were excellent teachers, enthusiastic and knew their materials"

FinanceTalking Australasia

Nicola Gray and Rachel Knippers-Blake joined FinanceTalking in 2010.

Nicola and Rachel both have strong operational backgrounds. Nicola has worked in accounting, finance and corporate strategy and Rachel's background is in financial management.

Nicola and Rachel are based in Australia.

"Anna is a very natural teacher – engaging, knowledgeable and enthusiastic"

FinanceTalking CIS Countries

Anna Gorbenko is a managing director of AvantCapital ltd. She has nine years of experience in corporate finance and investment management. Anna specialises in Investor Relations and corporate finance and delivers training in Russian as a partner of FinanceTalking Ltd in CIS countries.

Anna is based in Ukraine.

"Nic is brilliant. He made the learning process fun and kept it alive and interesting."

FinanceTalking Africa

Nic Bennett joined Finance Talking in 2010 after over twenty five years as an investment banker and financial public relations specialist. He has a Masters in Economics, Certified Diploma in Finance and Accounting and is a Registered Representative of the London Stock Exchange.

Nic is based in South Africa.

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