

Finance Essentials for IR

Learn the basics of Financial Markets, Corporate Finance, Financial Statements, and Valuation

September 16-17, 2010—New York City—Host: Liquidnet Holdings

December 7-8, 2010—Trump International - Miami

January 13-14, 2011—Loews Santa Monica Beach

\$1,489 members \$1,989 non-members

The investor relations role involves many disciplines, including finance and communications. With today's changing markets and reporting requirements, this interactive two-day seminar is essential to your development and success in IR. Registration includes an evening event with NIRI-NY.

Learning Outcomes

- Understand financial markets and role of IR
- Appreciate key players and the regulatory framework
- Become fluent in the language of finance, including finance and accounting jargon
- Understand how financial audiences use your company financials so you can use the numbers to tell your story
- Comprehend the drivers of investment decisions and how to communicate to achieve fair value

Who Should Attend?

Investor relations and corporate communications professionals seeking key financial tools to engage finance professionals ranging from the CFO to the buy and sell side and the financial media.

How You Will Learn

- Through engaging, interactive case studies and exercises that guide you from what you know to more advanced finance and accounting
- By exercises designed to replicate situations you will encounter, with many drawn from real life examples
- Through vigorous discussion and debate that encourages attendees to engage financial language and helps solidify the learning
- Via practical applications of content—ensuring that you return to your desk to carry out your duties even more effectively

INSTRUCTED BY

Miranda Lane
Chartered Accountant with
20 Years Experience
Teaching Finance



Program—Day 1:

The Big Picture

- The financial markets architecture—from the traditional to dark pools
- Raising money—bonds and shares
- Who are your shareholders and what do they want?
- Types of investors and their characteristics
- Sell side and buy side today, the role of ratings agencies and other analysts
- The importance of managing expectations
- Overview of key regulations and governance requirements

Corporate Finance Essentials

- Shareholder value—the shareholders' perspective
- Shareholder value—the company's perspective
- Characteristics of debt and equity funding
- The capital mix—implications
- DCF basics

Accounting Essentials

- The key financial statements and how they fit together—the *Finance Talking* board game
- The difference between profits and cash
- Depreciation, amortization and EBITDA
- Goodwill and impairment
- US GAAP and IFRS — the main differences
- Annual Reports & earnings releases—how analysts and journalists use your financial information

Balance Sheets & Funding

- Reviewing the balance sheet (statement of financial position)
- The impact of leverage

- Communicating balance sheet strength
- Summary and conclusion

Program—Day 2:

Profitability

- Headline numbers
- Analyzing the income statement and asking questions
- Establishing a trend—how analysts adjust your profit
- Earnings per share and dividends
- Communicating earnings guidance

Cash Flows

- How cash flows differ from profits
- Identifying cash generation
- Free cash flow and operating free cash flow
- Communicating cash generation

How Companies are Valued

- How listed companies are valued by markets
- Fundamental value—DCF—how it works and what are the sensitivities?
- The link with NPV and IRR
- Valuation using multiples
- Key valuation variables

How to Tell your Investment Story

- Share price influences and anticipating market reaction
- Influencing fundamentals and sentiment
- Targeting the appropriate shareholder base
- KPIs for communicating shareholder value
- The importance of corporate responsibility
- Communicating to achieve fair value

Summary & Conclusion

- Where to go from here



Speaker Biography

Miranda Lane is Managing Director of FinanceTalking Ltd. Miranda has more than 16 years' experience of teaching finance to people who do not have a financial background. This, and her broad City experience in investment banking and financial PR/IR, enables her to explain complex subjects in simple ways.

- Qualified as a Chartered Accountant in 1985 with Touche Ross in London
- Worked for investment bank, Morgan Grenfell, analyzing companies
- Financial PR and Investor Relations in two leading consultancies
- Gained invaluable experience freelancing for a City training company, teaching analysis of financial statements and equity analysis
- Over the last 15 years, Miranda has taught people from well over 50% of FTSE 100 companies and from most of the leading financial PR consultancies in the UK.

Miranda founded FinanceTalking to provide the best financial training to the corporate communications world. She designs and teaches highly relevant, practical courses for FinanceTalking and for companies' in-house training programs.

Cancellation Policy

If you have an emergency and need to cancel your registration for a seminar, you must send your request in writing. If you cancel, you will receive a full refund, minus an \$100 administration fee. We cannot refund your money with less than a week notice, but contact us about sending someone in your place. For more information about NIRI administrative policies, or to request a refund or cancellation, contact Mike Hyatt at mhyatt@niri.org or Fax: 703-506-3571. Should NIRI decide to cancel this seminar for any reason, you are responsible for any charges you incur with the hotel, airline, or travel costs. The program content is subject to change.

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Please enroll me in:

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- September 16-17, 2010** - Liquidnet Holdings, New York, NY
 December 7-8, 2010 - Trump International-Miami, Sunny Isles, FL
 January 13-14, 2011 - Loews Santa Monica Beach, Santa Monica, CA
- Fee: \$1,489 NIRI members \$1,989 nonmembers

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Hotel Accommodations and Seminar Site

You are responsible for making your own hotel reservations. Hotel costs are not included in your seminar registration fee. If you cancel your registration for the seminar, don't forget to cancel your hotel reservation also. If you have questions about hotel accommodations, please contact Sharon Wall at NIRI 703-506-3579 or swall@niri.org.

Payment: Full payment must be received at the time of registration. Registrations received without full payment will not be processed, and a late fee of \$50 will be charged if payment is not received by the start of the seminar. If you are registering within 10 days of the seminar, please send your registration form and payment to our street address (above) or fax a copy of this form with your credit card information. All NIRI memberships are individual memberships, not corporate memberships. Only members of NIRI are permitted to register as members; all others must pay the nonmember rate. NIRI reserves the right to make changes or cancel any program. If you have any questions, please call (703) 506-3570.