



**Financial Elearning  
for Corporate Communications,  
Financial PR & Investor Relations**

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## About FinanceTalking

Our mission is to make the world of finance - financial markets, accounts, corporate finance and valuation - accessible to all. We can help you understand and use financial language and concepts with confidence .

Our tutors all have substantial experience as practitioners, talent and enthusiasm for teaching and a gift for making complex concepts simple. They come from a variety of backgrounds including blue chip companies, global investment banks and international financial public relations consultancies.

Our assignments range from courses designed to improve the financial acumen of divisional management, to investor relations training for new board directors of listed companies. We are equally comfortable undertaking senior management coaching and running graduate programs.

Our courses are designed to be enjoyable as well as educational. We take a collaborative, practical approach to course design, drawing on interesting current case studies and using discussions and exercises that replicate real life. Course materials appeal to all learning styles. We use colour-coded visuals, hands on games, quizzes and role play to ensure that learning can be transferred successfully to the work place.

Our clients range from multinationals listed on a number of stock exchanges to small businesses. We have provided training to more than 50% of the FTSE100.

FinanceTalking was founded in 2000. We are headquartered in the UK and run programs internationally, with tutors based in the UK and the US.

## How we can help you

### Corporate Communicators

*If you are involved in Investor Relations, media relations, internal communications or public affairs in a listed company , our courses will help your team speak the language of finance and understand the requirements and perspectives of key external audiences – and of your finance department.*

### Management

*Understanding finance is a crucial management skill, particularly as more and more organisations are passing financial responsibilities on to non-financial managers. Our courses are designed to meet your needs, enabling you to understand the concepts and language used by finance experts.*

### Business Professionals

*Our courses are ideal for business professionals such as commercial/corporate lawyers, insurance brokers and chartered surveyors. We focus on conceptual finance, rather than detailed spreadsheets, and we always start and finish with the big picture – the context for what you do.*

## Clients who have used our open courses



## Clients who we have worked with in-house



## Training Options

We can offer you the following options:

- In-house tailored training
- Open courses
- Elearning (standard courses, or tailored elearning)
- Blended learning (courses/workshops + elearning)
- Pre and post-course testing and formal examinations

## Find Out More

For more information,  
call Miranda Lane  
on +44 (0)1780 450500

Or email [info@financetalking.com](mailto:info@financetalking.com)

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

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

## Foundation Level Elearning

If you are working in corporate communications in a listed company environment, you need to understand the context for your company's interaction with the financial community. Our foundation level elearning courses are designed to give you a basic toolkit for effective financial communications across three key areas:

### Financial Markets, Financial PR & IR 101

- Four interactive modules explaining how the financial markets work, who does what, the basic rules and regulations for financial communications and how your role fits in.
- Access to the course for 2 months
- A comprehensive course manual
- An end of course test

### Earnings Releases & Annual Reports 101

- Four interactive modules explaining why and how companies report earnings, the jargon and concepts of accounting, the key headline numbers and how results are used by the media, analysts and investors.
- Access to the course for 2 months
- A comprehensive course manual
- An end of course test

### Corporate Finance & Valuation 101

- Four interactive modules explaining how companies are valued by the stock market, how deals work and how companies raise funds.
- Access to the course for 2 months
- A comprehensive course manual
- An end of course test

Coming soon

## How Elearning Works

Your elearning is web-based. The course player is designed to let you control the pace of the training, recap at any point, read the script if you wish and email the tutor if you have questions.

We use visuals, audio and plenty of interactivity to keep you interested and alert. You simply need speakers or headphones and a flash player, all of which is standard on most computers.

Your courses, manual and test are all available on demand from our elearning server, so you can undertake your training any time that suits you.

We have a full learning management system which allows administrators to monitor your progress and your test results if required.

## Frequently Asked Questions:

### How long will the course take?

Each course is based on the same materials as our equivalent one-day class-room based course. The courses are likely to take 4-6 hours in total, depending on how fast you choose to go.

### Will the experience be similar to being in the class-room?

We've tried to make the experience as similar as possible, but of course you won't get the discussions and Q&A sessions that are an important part of the class room experience.

### If I don't understand something, can I check with a tutor?

Yes – you are welcome to contact us by email with any questions

### If I am interrupted, will the system remember where I got to?

Yes – you can leave a course at any time and return later. The system will ask if you'd like to continue from where you left off.

### How will my elearning be activated?

As soon as we have received your enrolment form and processed your payment, you will receive an email with your login details and instructions on how to access our elearning platform. This will usually happen within 24 hours of receipt of your enrolment form.



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You can also find more information on our website [www.financetalking.com](http://www.financetalking.com).

*Elearning*

**Book online**

To book a course, go to [www.financetalking.com](http://www.financetalking.com).

**Price**

The delegate rate for this course is £275.

## R1USE: Financial Markets, Financial PR & Investor Relations 101

### Why you should choose this course

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. This is the first of our core foundation courses.

### 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, Companies & Funding

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

#### Understanding Financial Markets

Understanding investment banks  
 Stock markets, indices and market performance  
 Buy-side and sell-side  
 Principles of portfolio management

#### Rules & Regulations

Regulations overview  
 Avoiding market abuse  
 Dealing with price-sensitive information  
 The financial calendar  
 Corporate governance  
 Implications for financial PR & IR

#### Financial PR & Investor Relations

Corporate communications in-house  
 Financial PR and IR audiences & what they want  
 Getting the message across – the web of communications  
 The role of IR  
 The role of financial PR  
 Typical communications programme

#### Summary and Conclusion

Where to go from here

### How you will learn

Your course comes in 4 parts, each of which contains images, text, audio and plenty of interactions/quizzes. You will be able to download a full color manual which covers all aspects of the course. At the end, you can take a test to measure what you've learnt. If you have questions, you can email a tutor.

You need a computer with speakers or headphones, internet connection and flash player. All of this is standard on most computers. Your course will be available for 2 months from the date of purchase.

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# A1USE: Earnings Releases & Annual Reports 101

## Why you should choose this course

If you are involved in communicating earnings or you work with financial presentations or annual reports, this course is a perfect introduction to understanding the numbers. It will help you to get to grips with the jargon and concepts used by finance specialists.

## 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

### Introduction to Earnings Releases & Annual Reports

The requirement for accounts  
Listed companies, shareholders and the role of auditors  
The financial calendar  
Accounting standards and Reg G  
Users of accounts and earnings releases  
The role of guidance and managing expectations

### Accounting Basics

The key financial statements and how they fit together  
How the balance sheet builds up  
Income statements and cash flow statements  
The difference between profits and cash  
Depreciation, amortization and EBITDA  
Capitalization policy  
Goodwill and impairment

### Analysing the Income Statement

Understanding the income statement  
Earnings per share  
Three easy ways to analyze profitability  
Establishing a trend – how analysts adjust your profit

### Analysing the Balance Sheet

Understanding the balance sheet  
Three easy ways to analyze the balance sheet  
The impact of leverage, ratios  
Strong and weak balance sheets  
How to learn more

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## Elearning



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## Price

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**Elearning**

**Book online**

*Coming soon...*

**Price**

*The delegate rate for this course is £275.*

## V1USE: Corporate Finance & Valuation 101 – Coming Soon...

### Why you should choose this course

If you are involved in communicating deals or fund raising or you want your regular communications to support your company's valuation, then this course is essential. We will help you understand the jargon and concepts used in M&A, how the market reacts to announcements and key drivers of company valuation.

### Outcomes

The course will help you to:

- Appreciate what moves stock prices in the short-term and the long-term
- Understand company funding and its impact
- Appreciate the rationale for M&A deals and be familiar with the process and jargon
- Understand discounted cash flow models and the key valuation variables
- Get to grips with P/E ratios and other valuation metrics and see how to influence them

### What you will learn

#### Valuation

Context and key concepts

Equity or enterprise valuation?

Introduction to Discounted Cash Flow valuation techniques

Introduction to relative valuation - P/E ratios, EV ratios, price/book and yield

#### Mergers & Acquisitions

Rationale for deals

Roles and responsibilities

The M&A process

Impact day timetable

Jargon – enhancement, dilution, added value, bid premia etc

#### Fund Raising

Characteristics of debt and equity and funding options

Introduction to cost of capital & WACC

Efficient balance sheets

Share Issues and jargon – rights issues, placings, open offers, underwriting etc

IPOs

#### Share Prices & Communicating Value

Share price influences and anticipating market reaction

Influencing fundamentals and sentiment

Creating value for shareholders

Communicating value

### How you will learn

Your course comes in 4 parts, each of which contains images, text, audio and plenty of interactions/quizzes. You will be able to download a full color manual which covers all aspects of the course. At the end, you can take a test to measure what you've learnt. If you have questions, you can email a tutor.

You need a computer with speakers or headphones, internet connection and flash player. All of this is standard on most computers. Your course will be available for 2 months from the date of purchase.

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## Elearning Enrolment

Prices	Number of Candidates	Price	Total £
R1USE		£275pp	
A1USE		£275pp	
V1USE (coming soon...)		£275pp	
All 3 courses		£750pp	

### Candidate Details

First Name	Last Name	Email Address

### Administrator Details

Title	First Name	Last Name
Company		
Address		
		Postal/Zip Code
Phone		Email
I certify that the above information is correct.		Date
Signature		
<b>Payment</b>	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa
	<input type="checkbox"/> Switch	<input type="checkbox"/> Amex

### Invoice to

Name on Card	Expiry Date
Card Number	CVC number
Cardholder's Address	
	Telephone

Please make cheques payable to FinanceTalking Ltd. Bank details for BACS payments:  
Barclays Bank PLC, Sort Code: 20-81-20, Account No: 5062 5981, Account Name: FinanceTalking Ltd.

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