



Practical, Engaging Financial Training for Corporate Communications People

Courses to help you develop financial fluency

FinanceTalking Ltd
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W: www.financetalking.com

Tailored in-company training • One-to-one coaching
Open courses • On-demand eLearning • Webinars

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 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

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), Middle East, Australia and New Zealand, South Africa and CIS Countries



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

Find Out More

For more information, call Miranda Lane on +44 (0)1572 717000
Or email info@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
Abernathy MacGregor
Arm Holdings
Aviva
Barclays
Brunswick
Centrica
Citigate
Dragon Oil
Evraz
Finsbury

Gem Diamonds
Grainger
GSK
HSBC
ING
Inmarsat
Joele Frank
Kazakhmys
Kingfisher
Lloyds Banking Group
Maitland

Merlin
National Grid
New World Resources
Premier Foods
Prudential
Reed Elsevier
Rio Tinto
RSA
SABMiller
Shell
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.



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

Programme Menus for Tailored Courses

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 Miranda Lane on +44 (0)1572 717000
 to discuss a tailored programme for your company**

One Day Course

Book online

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

Dubai Dates

Please contact us for dates

Abu Dhabi Dates

3 June 2012

Location

Dubai – Venue TBC
Abu Dhabi – Venue TBC

Price

The delegate rate for this one day course is \$1,000
25% discount for ME IRS Members

R1ME: 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.

If you would like to talk to us about a course, please call Miranda Lane on +44 (0)1572 717000 or email info@financetalking.com.

Two Day Course

Book online

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Dubai Dates

Please contact us for dates

Abu Dhabi Dates

4-5 June 2012

Location

Dubai – Venue TBC
Abu Dhabi – Venue TBC

Price

The delegate rate for this two day course is \$1,980
25% discount for ME IRS Members

FEME: Finance Essentials for IR & Corporate Communications

Why you should attend

This course is designed to help you understand the essentials of finance that you'll need to communicate your company's financial story effectively. We cover the big picture - the financial markets architecture, accounting, corporate finance and valuation - all in an accessible way for non-finance specialists and designed specially for corporation communicators.

Outcomes

The course will help you to:

- Understand the financial markets context for corporate communications and IR
- Appreciate how companies create value for shareholders
- Become fluent in the language of finance
- Understand the financial statements and be able to predict questions
- See how financial audiences use your company financials
- Be able to use the numbers to tell your company's story
- Understand how companies are valued and how best to influence valuation

What you will learn

Day 1:

The Big Picture

The financial markets architecture - from the traditional to dark pools

Raising money - bonds and shares

Types of investor 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 FinanceTalking board game

The difference between profits and cash

Depreciation, amortization and EBITDA

Goodwill and impairment

Annual Reports & earnings releases - how analysts and journalists use your financial information

Balance Sheets & Funding

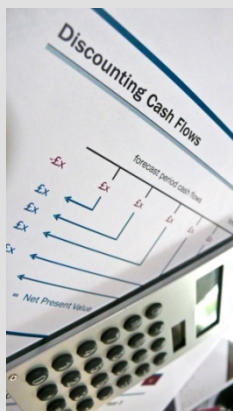
Reviewing the balance sheet (statement of financial position)

The impact of leverage

Communicating balance sheet strength

Summary and conclusion

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Two Day Course

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Dubai Dates

Please contact us for dates

Abu Dhabi Dates

4-5 June 2012

Location

Dubai – Venue TBC
Abu Dhabi – Venue TBC

Price

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25% discount for ME IRS Members

FEME: Finance Essentials for IR & Corporate Communications cont'd...

What you will learn

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

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

Courses Enrolment

Code	Course	Price	Dates
R1ME	Introduction to Financial Markets, Financial PR & IR – Abu Dhabi *25% discount for ME IRS Members* Introduction to Financial Markets, Financial PR & IR – Abu Dhabi	US\$1,000 *Discounted price* US\$750	<input type="checkbox"/> 03/06/2012 <input type="checkbox"/> 03/06/2012
FEME	Finance Essentials for IR & Corporate Communications - Abu Dhabi *25% discount for ME IRS Members* Finance Essentials for IR & Corporate Communications - Abu Dhabi	US\$1,980 *Discounted price* US\$1,485	<input type="checkbox"/> 04-05/06/2012 <input type="checkbox"/> 04-05/06/2012

IRS ME membership number:

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

Title	First Name	Last Name
Company		
Address		
		Postal/Zip Code
Phone		Email

I certify that the above information is correct.

Signature		Date		
Payment	<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	
Postcode	Telephone

Credit card payments will be in pounds sterling. 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.

ENROLMENT IS CONFIRMED ON RECEIPT OF PAYMENT ONLY.

FinanceTalking Ltd is registered in England Company No 3972915, VAT Reg No 638 5175 17.

Registered office address: Copthill Farm, Launde Road, Loddington, Leicestershire LE7 9XB.

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 21 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 10 days before the event. No refunds can be given for cancellations received less than 10 days before the event. Replacement delegates are always welcome.

Disclaimer

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

On Demand eLearning

We design and produce our eLearning in-house, so you'll find the same approach, experienced tutors and colour-coded materials that you may have already experienced on our other courses.

*25% discount for
Middle East IRS Members*

Understanding Financial Markets, Financial PR & IR

If you're just getting started in financial PR or IR and you'd like to understand how the financial markets work, how your key target audiences think and what's expected of listed companies, then this course is ideal. We will help you see how the 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.

Understanding Financial Results & Annual Reports

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

Understanding Corporate Finance & Valuation

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

Understanding Banks

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 compare major banks - Barclays, HSBC, Lloyds Banking Group, RBS and Standard Chartered - in terms of how they tell their financial story and their KPIs and targets for the future.

*We can design and produce
bespoke eLearning courses for
use in your company*

Contact us for more information
info@financetalking.com
+44 (0)1572 717000

How eLearning Works

All you need is the internet

Your elearning is web-based, so you can do it whenever and wherever you like.

You simply need speakers or headphones and a flash player, all of which is standard on most computers.

Lots of interactivity

We use visuals, audio and plenty of interactivity to keep you interested and alert.

Learn at your own pace

The course player is designed to let you control the pace, recap at any point and read the script if you wish.

Course manuals

Your courses are supported by a full course manual for you to download and keep.

Talk to your tutor

If you have questions or you'd like to discuss any aspect of the course, you can email or phone your tutor.

Frequently Asked Questions

How long will my 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 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.

eLearning Enrolment

Prices	Number of Candidates	Price	Price with 25% discount for ME IRS Members
Financial Markets, Financial PR & Investor Relations			
European Edition		\$450pp	\$338pp
US Edition		\$450pp	\$338pp
Financial Results & Annual Reports			
European Edition		\$450pp	\$338pp
US Edition		\$450pp	\$338pp
Corporate Finance & Valuation			
European Edition		\$450pp	\$338pp
US Edition		\$450pp	\$338pp
All 3 Courses above			
European Edition		\$1,200pp	\$900pp
US Edition		\$1,200pp	\$900pp
Understanding Banks		\$450pp	\$338pp
Candidate Details			
First Name	Last Name	Email Address	
IRS ME Membership No:			
Contact Details			
Title	First Name	Last Name	
Company			
Address			
		Postal/Zip Code	
Phone		Email	
I certify that the above information is correct.			Date
Signature			
Payment	<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
Credit card bookings will be in pounds sterling. 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.			
FinanceTalking Ltd is registered in England Company No 3972915, VAT Reg No 638 5175 17. Registered office address: Cophthill Farm, Launde Road, Loddington, Leicestershire LE7 9XB.			

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.

