

One Day Course



Book online

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

Dubai Dates

Please contact us

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

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

Dubai Dates

Please contact us

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

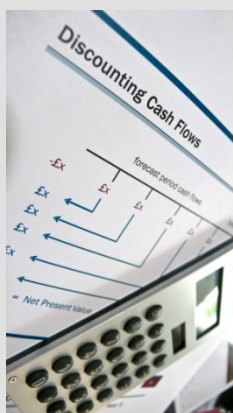
Reviewing the balance sheet (statement of financial position)

The impact of leverage

Communicating balance sheet strength

Summary and conclusion

Two Day Course



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