



ACADEMY

Training for Financial Public Relations, Investor Relations and Financial Corporate Communications

- **Introduction to Financial Markets, Financial Public Relations and Investor Relations (R1)**
May 23rd, 2010
- **Introduction to Financial Results and Annual Reports (A1)**
May 24th, 2010
- **Best Practice and Compliance in Financial Communications (R2)**
May 25th, 2010
- **Understanding Debt Markets and Debt IR (D2)**
May 26th, 2010

Time : 9am - 5pm

Venue : NASDAQ Dubai

Registrations close on **May 2nd, 2010.**

Please complete the registration form and send it to us by e-mail or fax

✉ academy@nasdaqdubai.com

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In association with:



Supported by:



Introduction to Financial Markets, Financial Public Relations and Investor Relations (R1)

Date:

May 23rd , 2010

Time:

9am – 5pm

Venue:

NASDAQ Dubai, Level 7,
The Exchange Building, DIFC

Fee:

US\$ 1000 per person per course

Discount:

1. Members of Middle East Investor Relations Society (MEIRS) get a 10% discount
 2. If your company books between:
 - 2 – 4 courses you get 10% off;
 - 5 or more courses you get 15% off
- (MEIRS members are eligible for discounts 1 and 2 together)

WHY SHOULD YOU ATTEND?

If you are just getting started in financial PR or IR, or your company is just developing IR or if you need to understand financial markets and audiences, then this course is a must.

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
- Gain an overview of the regulatory framework and the financial calendar
- Understand the role of IR and financial PR.

WHAT WILL YOU 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 and how they operate
- Buy-side and sell-side
- Special characteristics of Middle East markets
- Understanding investors

Introduction to Financial PR and IR regulations

- Regulations overview – international standards
- Avoiding market abuse
- Key obligations for listed companies – regulated announcements and financial calendar

Financial PR and IR in practice

- Structure of corporate communications
- Organisation in-house
- Key financial PR and IR audiences
- Key financial PR and IR activities
- How to get the message across
- Typical financial communications program

Summary and conclusion

- Where to go from here

HOW WILL YOU 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.

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Introduction to Financial Results and Annual Reports (A1)

Date:

May 24th , 2009

Time:

9am – 5pm

Venue:

NASDAQ Dubai, Level 7,
The Exchange Building, DIFC

Fee:

US\$ 1000 per person per course

Discount:

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WHY YOU SHOULD ATTEND?

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. 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 Accounts**

- The key financial statements and how they fit together
- The difference between profits and cash
- Depreciation, amortisation and EBITDA
- Goodwill and impairment

Annual Reports and Results Statements

- How analysts and journalists use your financial information

Profitability

- Headline numbers
- Analysing the income statement and asking questions
- Establishing a trend – how analysts adjust your profit
- Earnings per share and dividends

Balance Sheets and Funding

- Reviewing the balance sheet
- The impact of gearing/leverage

Summary and Conclusion

- 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.

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Best Practice and Compliance in Financial Communications (R2)

Date:

May 25th , 2010

Time:

9am – 5pm

Venue:

NASDAQ Dubai, Level 7,
The Exchange Building, DIFC

Fee:

US\$ 1000 per person per course

Discount:

1. Members of Middle East Investor Relations Society (MEIRS) get a 10% discount
2. If your company books between:
 - 2 – 4 courses you get 10% off;
 - 5 or more courses you get 15% off(MEIRS members are eligible for discounts 1 and 2 together)

WHY SHOULD YOU ATTEND?

This course offers you a great opportunity to learn about the rules, regulations and best practices across investor, analyst and media communications.

OUTCOMES

The course will help you to:

- Understand key audience perspectives and concerns and be able to address them in your communications
- Gain a clear, practical perspective on regulations impacting on financial PR and IR including dealing with price sensitive information and market abuse

WHAT WILL YOU LEARN?

- The Big Picture and Financial Communications Essentials
- Market perspectives – key audiences and roles in the financial markets
- IR objectives and key valuation variables

Regulations Overview

- Global standards

On-going Obligations for listed companies

- Identifying price-sensitive information and making announcements
- The financial calendar – timing and content of announcements
- Required announcements
- Dealing with the unexpected
- Corporate governance standards

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

Summary and conclusion

- Building and rebuilding investor confidence and surviving difficult market conditions
- Telling your investment story

HOW WILL YOU LEARN?

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

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Understanding Debt Markets and Debt Investor Relations (D2)

Date:

May 26th, 2010

Time:

9am – 5pm

Venue:

NASDAQ Dubai, Level 7,
The Exchange Building, DIFC

Fee:

US\$ 1000 per person per course

Discount:

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WHY SHOULD YOU ATTEND?

This course is designed to help you understand the debt markets architecture, debt jargon and how to ensure effective debt financial communications. You will learn how ratings work and how debt is priced, plus you will gain an insight into the differing perspectives within the market.

OUTCOMES

- The course will help you to:
- Gain an appreciation of the debt market and different forms of debt financing
- Understand the debt market jargon
- Understand the interests and objectives of the debt investing community
- Tailor a part of your communications to debt investor needs
- Anticipate likely issues for clients with debt in their capital structure.

WHAT WILL YOU LEARN?**The Big Picture - Debt Markets Overview**

- How companies raise capital
- The role of the banks and investment banks
- Sources and characteristics of debt

Definitions, Ratings & Pricing

- The capital hierarchy
- Syndicated loans and private placements
- Bonds, ratings and the ratings process
- Understanding yields, bond valuation and spreads
- Credit default swaps
- Yield curves
- Debt markets jargon

Market Perspectives and Disclosure

- Headline numbers
- The web of communications and the sell-side perspective on debt
- The ratings process in practice and credit analysts' key ratios
- Identifying debt investors
- The debt investors' approach and perspective
- Making your company attractive to debt investors
- Disclosure regulations – Europe and US and continuing obligations

Corporate Funding

- Capital structure
- Debt terms and conditions and the lenders' hierarchy
- Spotting problem clients
- Options for lenders in restructuring


Additional supporting material is provided on : Administration, Receivership, Liquidations, Chapter 11, Currency & Interest Rate Swaps, MBS's and CDO's

HOW WILL YOU 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.

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www.financetalking.com

About FinanceTalking

FinanceTalking was founded in 2000 with a view to providing the best financially orientated training to the corporate communications world.

We design and teach highly relevant, practical courses for both our open access training programme and for companies in-house. Our assignments range from graduate training programmes through to helping large in-house media relations, investor relations and internal communications departments and IR training for new board directors. We are based in the UK, but run a number of training programs internationally.

Our clients range from multinationals listed on a number of stock exchanges, to companies intending to list. We have provided training to people from over 50% of the FTSE100 and eight out of ten of the top UK PR companies, as well as to financial communications practitioners from the US, Asia, Middle East, Russia and much of continental Europe.

All our courses take a practical approach, drawing on current case studies and issues, to improve performance in the workplace. Our course materials are designed to appeal to all learning styles. We use colour-coded visuals, hands on games, quizzes and role play to ensure that the learning can be transferred successfully to the work place.

About the tutor



David Yates
FinanceTalking

David joined FinanceTalking in 2009 after nearly thirty years in the City as a corporate lawyer, investment banker and financial PR specialist.

- Qualified as a solicitor in 1982. Joined Linklaters & Paines, specialising in capital markets and corporate law
- Joined corporate finance division of Robert Fleming, London based merchant bank, in 1984.
- Spent three years on secondment with Jardine Fleming in Australia between 1987 and 1990.
- Began his Financial PR career in 1995 with Gavin Anderson & Co.
- Joined Financial Dynamics (FD) as a partner at the end of 1998 and commenced their coverage of the Life Sciences sector.
- Retired from FD in March 2009 following sale of the company to FTI Technologies Inc. of the US.

During his financial PR career in the City, David built a reputation as one of the leading practitioners in London and acquired experience in all aspects of the financial markets, particularly M&A and IPOs. Together with his experience in the law and the investment banking sector, he has an in-depth knowledge of the workings of the City, the roles that each of the institutions play in the markets and how business is covered by the media.

Course	Course code	Course Date	Fee per person *
• Introduction to Financial Markets, Financial Public Relations and Investor Relations	R1	May 23rd, 2010	US\$ 1,000
• Introduction to Financial Results and Annual Reports	A1	May 24th, 2010	US\$ 1,000
• Best Practice and Compliance in Financial Communications	R2	May 25th, 2010	US\$ 1000
• Understanding Debt Markets and Debt Investor Relations	D2	May 26th, 2010	US\$ 1,000

***Discounts:**

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Registration:

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Refund Policy:

- No refunds.
- A substitute delegate is welcome to attend the course at no extra charge.

Disclaimer

NASDAQ Dubai Academy reserves the right to alter contents of this programme, the course tutor and/or the course dates due to circumstances beyond its control and is not responsible for any loss or damage as a result of the above.

ENROLMENT IS CONFIRMED ONLY ON RECEIPT OF PAYMENT.

Delegate information

Name	Job Title	Email	Phone no.	Specify course code

Invoice details

Company Name	
Address	
Contact person	
Email	
Phone no.	

Register for the courses by May 2nd, 2010:

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