



## Capital Markets Essentials

Introductory Skills

### OUTCOMES

- ✓ See the big picture – the context for your role
- ✓ Get to grips with financial markets jargon
- ✓ Appreciate how the key capital markets players think and how they operate
- ✓ Understand the regulatory framework and the financial calendar

**PRE-REQUISITES** – None

**PROGRAMME** – 4 hours including two short breaks

#### **The Big Picture**

- Economic backdrop
- Company funding - equity and debt
- Capital raising from start-up through private equity to IPOs
- Shares and bonds – how they work

#### **Capital Markets**

- Capital markets overview
- The role of investment banks
- Understanding investor types and active vs passive management
- Overview of regulatory regime including governance
- The role of IR and financial PR

#### **Key Financial Audiences for IR and PR**

- Disclosure of material information and the financial calendar
- Portfolio managers and how they think (including activism)
- Sell-side analysts and research reports
- The importance of guidance and managing expectations
- Financial media relations
- Summary and conclusion

### ONLINE COURSES FOR FOLLOW-UP

Introduction to Companies, Funding & the Capital Markets (Essentials Course)  
Initial Public Offers (Specialist Short Course)

