

WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day
- A folder containing all your course materials
- A copy of our printed financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access for 2 months to the following eLearning courses which will help you consolidate your knowledge:

- Introduction to Capital Markets
- Accounting Basics
- Understanding Shareholder Value
- Understanding Financial Results & Annual Reports
- Understanding Company Valuation

WHAT YOU WILL LEARN

The Big Picture

- The financial markets architecture
- Raising capital – bonds and shares
- Who are your shareholders & what do they want?
- Types of investor & their characteristics
- The role of investment banks
- Regulations for listed companies
- Key financial audiences & what they want
- Writing financial news releases
- The importance of guidance & managing expectations
- The FinanceTalking investment game

Economics Essentials

- Brief history of money
- Overview of the current economic climate
- Impact of Government debt in developed markets
- How asset prices move
- Bubbles and crashes

How Companies are Valued - Overview

- How listed companies are valued by markets
- The role of analysts and the importance of managing expectations
- Valuing future cash flows
- Valuation using multiples

Shareholder Value

- Shareholder value – the shareholder's perspective
- Shareholder value – the company's perspective
- Understanding the cost of capital
- The capital mix – implications
- Driving growth at the required return

Accounting Essentials

- The key financial statements and how they fit together – the FinanceTalking accounting game
- The difference between profits and cash
- Depreciation, amortization and EBITDA
- Goodwill and impairment
- US GAAP and IFRS – the main differences and non-GAAP measures
- Annual Reports and earnings releases – how analysts and journalists use your financial information

Financial Information Review

- Reviewing the balance sheet (statement of financial position)
- Reviewing the income statement
- Establishing a trend – how analysts adjust your profit
- Key performance indicators
- Earnings per share and dividends
- Communicating earnings guidance
- Mock earnings call

Telling your Investment Story

- How the numbers tell the story
- Lessons for earnings releases and annual reports
- Communicating to achieve fair value

Summary and conclusion

HOW YOU WILL LEARN

The course will be interactive and engaging, drawing lots of examples from real companies to bring the learning to life and offering plenty of opportunity to relate the learning to your own company. On day 1, you will play the FinanceTalking Investment Game, making decisions on whether to trade shares, bonds and gold in the context of news announcements and economic data. On day 2, the FinanceTalking Accounting Game will help you to understand balance sheets and income statements as well as key concepts such as working capital and operational leverage. There are numerous other exercises designed to contextualise the learning in a communications role, including writing a financial press release and a mock press/analysts' conference.

COURSE FEE \$1,950

