



## Financial Communications – A Deeper Dive Accounting, Analysis & Best Practice Reporting

2 Days (for dates see [www.financetalking.com](http://www.financetalking.com))

### SUMMARY

This two day course takes a deeper dive into financial information. Looking through the eyes of analysts and investors, we focus on results reporting and the annual report to help you build your practical financial and analytical skills. In a small group, you'll get plenty of practice and the opportunity to use your own company as a case study (don't forget to bring a copy of your annual report and latest full year results with you).

### PRE-REQUISITES

*Finance Essentials for Communicators* course or equivalent knowledge.

### OUTCOMES

- See how you can further develop your company's investment case, using the numbers and key performance indicators to tell your financial story
- Be able to pre-empt the issues that are likely to come up from investors, analysts and commentators in the media
- Build confidence with the numbers and your ability to comment effectively on draft results and other financial announcements
- Develop a scheme for getting to grips with how a company is performing, quickly and efficiently.



## WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A folder containing all your course materials and 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 4 months to the following online courses which will help you consolidate your knowledge:

- The Basics of Business Finance
- Understanding Financial Results and Annual Reports
- Understanding Shareholder Value

## WHAT YOU WILL LEARN

### The Big Picture - Context

- Capital markets audiences and perspectives
- Shareholder value recap
- The link to valuation and share price

### Financial Reporting

- Results and annual report – internal process
- Results and annual report – how external audiences use the information
- Annual report contents – what's required and how they link
- How you can contribute

### Accounting Reminder

- Income statement and balance sheet reminder
- How cash flows fit in and "free cash flow"
- Dealing with capitalisation policy, intangibles, leasing, current and deferred tax, provisions and sector-specific issues

### Capital Structure

- Why it matters
- The impact of gearing/leverage on the business and cost of capital
- Debt terms and conditions and maturity profile
- Provisions and other long-term liabilities
- How audiences view your company's funding, including ratings agencies
- Talking about your company's capital structure

### Capital Allocation

- Why it matters
- Communicating acquisitions and capex
- Dealing with impairments/write-downs
- Working capital management, ratios and the impact on cash flows
- Talking about your company's capital allocation
- Generating balance sheet Q&A

### Profitability

- Economic backdrop and market expectations
- Using non-GAAP information – tips and pitfalls
- Factors affecting profits volatility and how best to communicate them
- Ratios for understanding profits
- EPS calculations and dividend policy
- The link with guidance and forecasting
- Talking about the income statement and generating Q&A

### Cash Generation

- How cash flow information is used and the link with EBITDA
- Evidence of cash generation or consumption
- Communicating cash flow performance and generating Q&A

### Pulling it all Together

- Red flags - communicating contentious issues
- How best to tell your company's story

## HOW YOU WILL LEARN

Bring your own company's results and annual report and build your own case study.

**COURSE FEE**    £1,300 + VAT

