



Understanding Capital Markets

1 Day (for dates see www.niri.org)

SUMMARY

If you are just getting started in IR or corporate communications, or if you need to understand capital 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 capital 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.

WHO SHOULD ATTEND

- Newcomers to IR and corporate communications in a listed company environment
- Senior Communicators with little to no capital markets experience

OUTCOMES

- See the big picture – the context for your role
- Understand financial markets jargon
- Grasp the essentials of economics
- Communicate with the key players – appreciating how they think and how they operate
- Understand the regulatory framework and the financial calendar

WHAT'S INCLUDED

- Breakfast and lunch
- All your course materials
- A copy of our printed financial glossary
- Access to our tutors by phone or email should you have any questions after your course.

WHAT YOU WILL LEARN

Companies & Funding

- The financial markets architecture
- Raising capital - bonds and shares
- Share issues from IPOs to secondary offerings
- Shareholders - institutional and retail
- Investment game round 1

Capital Markets

- Capital markets big picture
- Understanding investors
- The role of investment banks
- Key regulations for listed companies
- Financial calendar requirements
- Investment game round 2

Understanding Investment Performance

- How financial instruments are valued - overview
- Economic indicators, interest rates and exchange rates
- Indices and why they matter
- Bubbles and crashes
- Investment game round 3

Key Financial Audiences

- Portfolio managers and what they want
- Sell-side analysts, rating agencies, credit and other analysts
- The importance of managing expectations
- Financial media relations
- Writing financial news releases
- Investment game round 4

Investor Relations & Financial Communications

- Corporate communications - key audiences and who talks to who
- Typical reporting lines in-house
- Typical financial communications programme
- Financial communications objectives
- Investment game round 5

Summary and Conclusion

- Investment game final prices
- Reading the financial media
- Where to go from here

HOW YOU WILL LEARN

You will learn through engaging, interactive case studies from a range of sectors and practical exercises designed to simulate real life scenarios.

COURSE FEE

\$1,149 NIRI members / \$1,349 non members

