FinanceTalking

Finance 101: Introduction to Capital Markets and Finance Fundamentals for Communicators

2-Days
For dates see our website.

This course will help you to gain a good grounding in all aspects of finance needed for IR and corporate communications. In addition to accounting essentials and how to understand earnings releases, we cover capital markets, the perspectives of your key financial audiences, economics essentials, an overview of valuation and the concept of shareholder value – everything you need to tell a compelling investment story – all in an accessible way for non-finance specialists and designed specifically for corporate communicators.

Who Should Attend?

- Investor Relations executives who do not have a finance or capital markets background
- Corporate communicators who would like to understand the language of the C-suite and the financial markets
- Those starting a career in IR or media relations in a listed company environment

OUTCOMES

- Understand the capital markets & how IR & corporate communications fit in
- Grasp the essentials of economics and how companies are valued
- Appreciate the perspectives of investors, analysts and the financial media
- Understand the financial content of earnings releases including headline key performance indicators, income statements and balance sheets
- Get to grips with jargon and develop your financial fluency

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WHAT YOU WILL LEARN

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

Economics Essentials
- Brief history of money
- Overview of the current economic climate
- Government debt levels in developed markets and their impact
- How asset prices move
- Bubbles and crashes

How Companies are Valued – Overview
- How listed companies are valued by markets
- The role of analysts in today's capital markets
- Analysts' perspectives, pressures and typical characteristics
- The importance of the peer group

Shareholder Value
- Shareholder value – the shareholders' perspective
- Shareholder value – the company's perspective
- Characteristics of debt and equity funding
- Cost of capital and the capital mix
- 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
- How analysts and journalists use your financial information

Working with Financial Information
- Earnings releases and annual reports
- 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 & Conclusion
- Where to go from here

COURSE FEE

The delegate rate for this two day course is (USD) $1,699 for NIRI members and $2,199 for non-members.

Note: We recommend leaving a few months between taking Finance 101 and Finance Essentials so that you can consolidate your learning. If you choose to take both courses together, please be aware that there will be some overlap.