



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



