



## WHAT'S INCLUDED

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

- Introduction to Companies, Funding & the Capital Markets
- Initial Public Offers
- Right's Issues

## WHAT YOU WILL LEARN

### Companies & Funding

- Raising capital - bonds and shares
- Share issues from IPOs to rights issues and placings
- Shareholders - institutional and retail
- Investment game round 1

### Capital Markets

- Financial markets and instruments
- 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

- Fund 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

### Financial PR & IR

- 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 FT - a tool for understanding the markets
- 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

£750 + VAT

