



Introduction to Capital Markets, Financial PR & Investor Relations

1 Day (for dates see www.financetalking.com)

SUMMARY

If you are just getting started in financial PR or IR 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.

OUTCOMES

- See the big picture – the context for your role
- Get to grips with financial markets jargon
- 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, 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 eLearning courses which will help you consolidate your knowledge:

- Introduction to Capital Markets
- Introduction to Investor Relations & Financial PR

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

£650 + VAT

