



Finance & Capital Markets 101

June 1, 2019
9:00am–5:00pm
JW Marriott Desert Ridge, Phoenix, AZ
Pre-conference Seminar

Members \$999; Non-members \$1199

Learn the essentials of capital markets, corporate finance and accounting. This course will give you the jargon and concepts you need to participate in financial discussions and enable you to engage with investors, analysts, the business media and the C-suite.

OUTCOMES

- Understand the capital markets and how IR and corporate communications fit in
- Grasp the essentials of economics
- Appreciate the perspectives of investors, analysts and the financial media
- Be able to identify the earnings release headlines and see which numbers matter
- Familiarize yourself with financial jargon and improve your financial fluency so that you can participate fully at conference.

WHAT YOU WILL LEARN

Capital Markets

- Overview of the capital markets
- Debt and equity funding – understanding shares and bonds
- The role of investment banks
- Working within the regulations
- The perspectives of your key financial audiences
- FinanceTalking investment game round 1

Economics Essentials

- The business cycle – growth, inflation, bubbles and crashes, impact of Government policy
- Defensive versus cyclical companies
- The impact of interest rates
- Growth, income and value
- FinanceTalking investment game round 2

Key Financial Audiences & their Perspectives

- Understanding investors and investment styles
- The role of the sell-side analyst
- FinanceTalking investment game round 3

Working with Financial Information

- Understanding the income statement
- Identifying the numbers that matter
- The difference between GAAP and non-GAAP numbers
- Understanding headlines and key messages for earnings
- FinanceTalking investment game round 4

Valuation Overview

- Why value matters
- What drives stock market values
- Key issues for financial communications
- Investment game conclusion
- Bringing it all together and taking your knowledge forward

