FinanceTalking

niri

Finance Essentials for Communicators

New York, NY
2 Day Seminar
2018 Dates: March 13-14 , July 10-11, November 6-7

SUMMARY

This 2-day program is designed to help you understand the essentials of finance that you'll need to communicate your company's financial story effectively. We cover the big picture, shareholder value, accounting, corporate finance and company valuation – all in an accessible way for IR specialists and corporate communicators.

WHO SHOULD ATTEND

- Newcomers to IR and corporate communications in a listed company environment
- Senior communicators with little or no finance experience
- Anyone working in a communications role who would like to understand finance from a communications perspective

OUTCOMES

- Develop your financial fluency and be able to talk the language of senior management
- Gain a comprehensive understanding of corporate finance and accounting concepts
- Understand how to use numbers and KPIs to tell your financial story
- Learn to communicate in a way that helps your company achieve fair value

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WHAT'S INCLUDED

- Breakfast and lunch
- 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

WHAT YOU WILL LEARN

The Big Picture
- Capital markets overview
- The perspectives of financial audiences
- Sell-side analysts and the role of guidance

Corporate Finance Essentials
- Creating shareholder value – what it really means
- The link to return on capital
- Metrics for executive compensation
- Characteristics of debt and equity funding
- Cost of capital, the capital mix and leverage
- Changing the capital structure
- Dividend and buyback policy

Accounting Essentials
- The key financial statements and how they fit together
- The FinanceTalking accounting board game
- The difference between profits and cash
- Depreciation, amortization and EBITDA
- Goodwill and impairment
- Using adjusted/non-GAAP numbers
- Annual reports & earnings releases – how analysts, investors and journalists use your financial information

Analysing Financial Information
- Reviewing the balance sheet
- Leverage – how high should it be?
- Calculating and interpreting leverage ratios
- Capex and working capital management
- Communicating balance sheet strength
- Views of ratings agencies and other credit analysts

Analysing Financial Information Cont'd
- Income statement headline numbers
- Analysing profitability and asking questions
- Establishing a trend – how analysts adjust your numbers
- Constant currency and other non-GAAP measures
- Growth and margins, operational leverage
- Earnings per share and dividends
- How the numbers tell the story
- Building a story using key performance indicators
- Media and analysts conference case studies

Valuation
- Context for investment decision-making (economics)
- Evaluating growth potential
- Valuation basics – discounted cash flow techniques
- Analysts' models – overview of how they work
- The importance of managing expectations
- Using communications to influence DCF valuation
- Valuing a company using multiples
- What might change a multiple?
- Using communications to influence multiples

How to Tell your Investment Story
- Telling the story in terms of what really matters

Summary and conclusion
- 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

$1,699 NIRI members / $2,199 nonmembers