



Think Like an Analyst

1 Short Day (8:30am - 1:30pm)
Pre-conference

June 10, 2018

Learn to look through the eyes of one of your key target audiences. Find out how analysts think, how they build their models and what pushes their buttons. This course will put you in the shoes of an analyst so that you can see things from their perspective. Exercises include interpreting how guidance affects an analyst's model and identifying the key assumptions in consensus.

WHO SHOULD ATTEND

This course is designed for anyone who deals with the sell-side as part of the company's financial communications. We will assume that you have taken Finance Essentials or have the equivalent knowledge. Participants tend to come from a mixture of financial and non-financial backgrounds and this course provides something for everyone.

OUTCOMES

- Understand the role of the sell-side, primary tasks, sources of information and perspectives
- Appreciate the how analysts do their job - from identifying the value drivers, through to forecasting and model building, valuing the business and making a recommendation
- Be able to translate this into lessons for IR on how best to communicate with and influence analysts on both the sell-side and the buy-side

WHAT'S INCLUDED

- Breakfast and lunch
- All your course materials
- A copy of our printed financial glossary
- Access to our tutors by phone or email should you have any questions after your course

WHAT YOU WILL LEARN

The Big Picture

- Setting the scene – understanding your investor base
- The role of analysts in today's capital markets
- Sources of information and how it is organized
- How you can help

Forecasting and Model Building

- Typical models
- How analysts forecast and the role of guidance
- Special factors for cyclical or growth companies
- Red flags
- Sensitivity analysis
- Understanding the key assumptions in consensus
- Key questions you need to be able to answer on the financials
- Understanding price targets and recommendations

Identifying Value Drivers

- Economic fundamentals
- Evaluating sector and company prospects
- Identifying critical factors
- Key questions you need to be able to answer on strategy

Lessons for Communications with Analysts

- Tactics to encourage a following
- Disclosure checklist
- What is your story and who will it appeal to?
- From good to great IR

PREREQUISITES

We will assume that you have taken Finance Essentials or have the equivalent knowledge.

COURSE FEE

\$999 NIRI members / \$1,199 nonmembers

