



## 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

### Companies & Funding

- Raising capital – bonds and shares
- Share issues from IPOs to secondary offerings
- Shareholders – institutional and retail
- Investment game round 1

### Capital Markets

- 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

- Portfolio 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

### Investor Relations & Financial Communications

- 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 financial media
- 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

\$1,149 NIRI members / \$1,349 nonmembers

