



## Telling a Great Investment Story

June 2, 2019  
9:00am–3:00pm  
JW Marriott Desert Ridge, Phoenix, AZ  
Pre-conference Seminar

Members \$999; Non-members \$1199

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Understand what shareholder value really means both to shareholders and for companies. This course will tackle key corporate finance issues such as cost of capital and company valuation and we will demonstrate, with examples from companies who do it well, how to tell a great investment story.

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### OUTCOMES

- Understand what shareholder value really means
- Appreciate the key drivers of value creation and learn how to communicate them effectively
- See the link with company valuation and what drives share prices
- Be able to put together the key elements of a great investment story.

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## WHAT YOU WILL LEARN

### **The Big Picture**

- Overview of the capital markets
- Providers of capital and what they expect

### **Shareholder Value**

- Shareholder value – what it really means
- The shareholders' perspective on value creation
- Management's perspective and key tasks
- Capital management and allocation
- Driving growth and returns

### **Valuation Essentials**

- How companies are valued – overview
- Intrinsic value
- Valuation using multiples
- Key drivers of value
- The role of expectations management
- The link with internal financial management

### **Telling your Story**

- Setting the scene and describing the opportunity
- Communicating capital management and allocation
- Communicating growth and returns
- Long-term vision, medium-term targets and guidance
- Linking with senior management incentives
- Dealing with problems
- Example from companies who do it well

