



Virtual Financial Training for Corporate Communicators NIRI 2022 Program



Open Virtual Workshops

PRACTICAL, INTERESTING & ENGAGING EVENTS

We run our virtual workshops in small groups with experienced tutors who are adept at adjusting the course material to suit the delegates on the day.

Your tutor will be enthusiastic and knowledgeable, with a talent for making complex concepts simple. And, most importantly, people leave our courses with the tools in place to use what they have learnt back at work.

MATERIALS & POST-COURSE SUPPORT

You will take away:

- ✓ Access to a virtual classroom with a series of online courses to help you consolidate your learning (including briefing papers & jargon summaries)
- ✓ Color-coded course materials
- ✓ A copy of The FinanceTalking Financial Glossary (pdf)
- ✓ Email or phone your tutor if you have questions or you'd like to discuss further any concepts covered on the course

AN ENGAGING EXPERIENCE USING SIMPLE TECHNOLOGY

We use Zoom to deliver our virtual events

- ✓ Very simple to use
- ✓ Access the event on your laptop or tablet (or even your phone)
- ✓ Discussions and case studies via breakout groups
- ✓ Quizzes and polls





Virtual Financial Workshops – Summary

CAPITAL MARKETS ESSENTIALS

If you are just getting started in IR or corporate communications, or if you need to understand capital markets and the key audiences in order to be effective in your role, then this course is a must. We will help understand the current environment; see how the capital markets big picture fits together and appreciate the perspectives of investors, analyst and the financial media. You'll understand how and why companies issue shares and bonds, how they are traded and how listed companies are expected to communicate.

FINANCIAL INFORMATION ESSENTIALS

If you would like to get to grips with the jargon of earnings releases and annual reports and understand how a company's financial statements work, this is a great course. We cover balance sheets, income statements and cash flows – what they mean and how they fit together. We look at key metrics such as revenue, EBIT, EBITDA and net income; and financial ratios such as leverage and profit margins - across a range of sectors. Finally we consider what your key target audiences are looking for in earnings and how you can add value to the earnings process.

SHAREHOLDER VALUE & TELLING A GREAT INVESTMENT STORY

If you would like to understand what shareholder value really means; how companies go about creating it; and how to tell a compelling investment story, this course is for you. We cover what value creation looks like from the shareholder's perspective and management's role in value creation. We cover key requirements such as growth and returns above cost of capital; we show you how this breaks down; and we link back to strategy and key performance indicators. We finish by showing you how to tell a great investment story in twelve simple steps, using examples from companies that do it well.



Capital Markets Essentials

Member price: \$395
Non-member price: \$445

OUTCOMES

- ✓ See the big picture – the context for your role
- ✓ Get to grips with financial markets jargon
- ✓ Appreciate how the key capital markets players think and how they operate
- ✓ Understand the regulatory framework and the financial calendar

PRE-REQUISITES – None

PROGRAM – 4 hours including two short breaks

The Big Picture

- Economic backdrop
- Company funding - equity and debt
- Capital raising from start-up through private equity to IPOs
- Shares and bonds – how they work

Capital Markets

- Capital markets overview
- The role of investment banks
- Understanding investor types and active vs passive management
- Overview of regulatory regime including governance
- The role of IR and financial PR

Key Financial Audiences for IR and PR

- Disclosure of material information and the financial calendar
- Portfolio managers and how they think (including activism)
- Sell-side analysts and research reports
- The importance of guidance and managing expectations
- Financial media relations
- Summary and conclusion

ONLINE COURSES FOR FOLLOW-UP

Introduction to Companies, Funding & the Capital Markets (Essentials Course)
Initial Public Offers (Specialist Short Course)





Financial Information Essentials

Member price: \$395
Non-member price: \$445

OUTCOMES

- ✓ Get to grips with the financial jargon of earnings
- ✓ Understand the financial statements & what they're telling you
- ✓ Learn about the headline numbers, key metrics and financial ratios

PRE-REQUISITES – None

PROGRAM – 4 hours including two short breaks

Accounting Essentials

- Introduction to financial statements
- Key jargon and concepts (including capex, opex, goodwill, depreciation, amortization & impairment)
- Perspectives of key target audiences on earnings

Interpreting the Numbers

- Interpreting financial performance - where to start
- Different levels of profits – gross profit, EBITDA, operating income etc and who uses what
- One-off items and adjusted/non-GAAP numbers
- Profitability metrics (profit margins, interest cover and return on capital)
- Key issues to consider in the balance sheet (investment in capex and working capital, level of debt/leverage, long-term liabilities etc)
- Free cash flow and why it is so important

Working with Earnings

- Identifying the headlines
- Components of a great earnings release
- Real company examples

ONLINE COURSE FOR FOLLOW-UP

The Basics of Business Finance (Essentials Course)
Leverage & How Much is Too Much (Specialist Short Course)
Adjusted Profits (Specialist Short Course)
Understanding Cash Flows (Specialist Short Course)





Shareholder Value & Telling a Great Investment Story

Member price: \$395
Non-member price: \$445

OUTCOMES

- ✓ Understand the concept of shareholder value and how value is created
- ✓ Appreciate the cost of capital and its impact on decision-making
- ✓ See how to tell a great investment story

PRE-REQUISITES

Capital Markets Essentials

PROGRAM – 4 hours including two short breaks

Shareholder Value

- Corporate funding reminder
- Shareholder value - what it really means
- The link to return on capital
- Capital allocation strategies and examples
- Metrics for executive compensation
- The role of sustainability

Cost of Capital & the Capital Structure

- Cost of equity, debt and WACC
- The capital mix and changing the capital structure
- Dividend policy and share buy-backs
- Capital management examples

Telling the Story

- Overview of company valuation
- Key elements of a great investment story
- Real company examples

ONLINE COURSE FOR FOLLOW-UP

Understanding Shareholder Value (Essentials Course)



FinanceTalking Ltd
Cophill Farm
Launde Road, Loddington
Leicestershire LE7 9XB

www.financetalking.com
info@financetalking.com
+44 (0)1572 717000