

WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A PDF of 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

After the course, you will have access to the following online courses which will help you consolidate your knowledge:

- Introduction to Companies, Funding & the Capital Markets
- Initial Public Offers
- Right's Issues

WHAT YOU WILL LEARN

Companies & Funding

- Raising capital - bonds and shares
- Share issues from IPOs to rights issues and placings
- Shareholders - institutional and retail
- Investment game round 1

Capital Markets

- Financial markets and instruments
- 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

- Fund 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

Financial PR & IR

- 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 FT - a tool for understanding the markets
- 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

£800 + VAT

